MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on October 20, 2016. The meeting will be held at the Wakulla Environmental Institute, 4057 Crawfordville Highway, Crawfordville, Florida beginning at 10:00 a.m.

(Location Map on Back)
Wakulla Environmental Center
4057 Crawfordville Highway, Crawfordville, FL
Wakulla County

October 20, 2016
Thursday 10:00 a.m.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the September 15, 2016 Meeting Minutes

IV. Old Business
   A. Committee Reports
      1. Finance Committee Report
   B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant
      1. 2016 Task Force Marketing Project
      2. Bicycle Routes for New Member Counties
      3. Website Blogs
      4. Tourism Brochure Distribution
      5. Fall eNewsletter
      6. 2016 Florida Governor’s Tourism Conference
      7. Undiscovered Florida Advertisement
      8. Hershey RV Show, September 14 - 18, 2016
      9. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 18 - 20, 2016
   C. Staff Items
      1. Trademark Filing Status
      2. Travel Show Advances
      3. Suwannee County Tourist Development Council Update
      5. Review of Task Force Website - Where Do We Go From Here?
         Steven Dopp, Task Force Staff
      6. Review of Fiscal Year 2016-17 Regional Rural Development Grant
         Proposed Scope of Work
      7. Review of Draft Fiscal Year 2017-18 Scope of Work

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D. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17
      Rural Area of Opportunity Partnership Program
      a. Travel Shows and Assignments
      b. New Regional Brochure
      c. Promotional Items
      d. Task Force Members Collateral for Travel Shows

E. VISIT FLORIDA Monthly Report, Brenna Dacks

G. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 2016 Meeting Dates and Locations

V. New Business
   A. Announcements
   B. Other New Business
      1. Task Force Member Contact Information
      2. 2016 Meeting Dates and Locations

VI. Leadership Forum: Bob Ballard, Wakulla Environmental Institute and Pam Portwood, Big Bend Scenic Byway

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., November 17, 2016 at a location to be determined in Taylor County.