

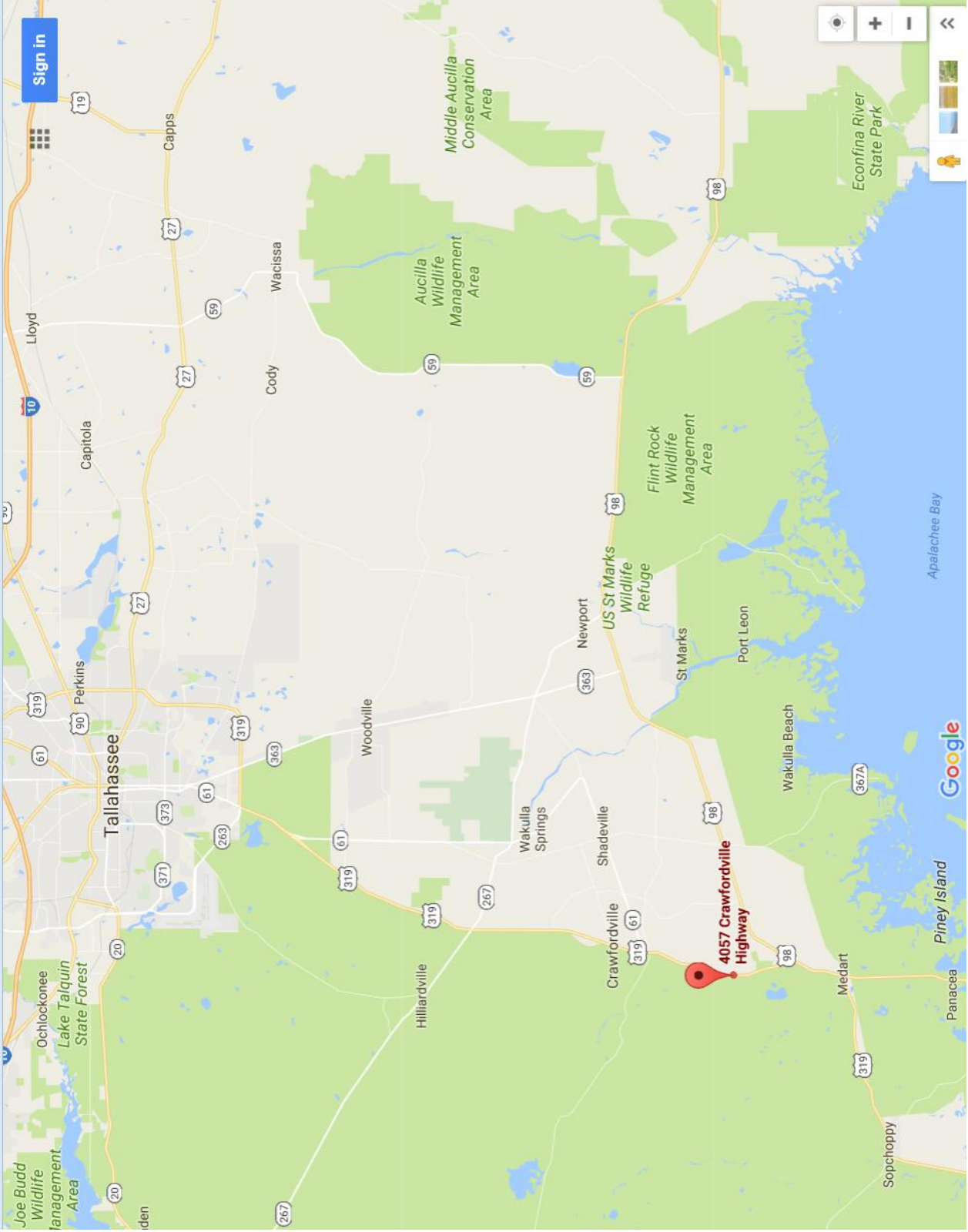
*The Original Florida*  
TOURISM TASK FORCE

*Visit Natural*  
NORTH FLORIDA

## 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)



*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
NORTH FLORIDA

**Wakulla Environmental Center**  
4057 Crawfordville Highway, Crawfordville, FL  
Wakulla County

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

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the September 15, 2016 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, August 31, 2016	11
B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant	19
1. 2016 Task Force Marketing Project	
2. Bicycle Routes for New Member Counties	
3. Website Blogs	
4. Tourism Brochure Distribution	
5. Fall eNewsletter	27
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	33
2. Travel Show Advances	
3. Suwannee County Tourist Development Council Update	
4. Bike Florida Celebration of Cycling, October 28, 2016	37
5. Review of Task Force Website - Where Do We Go From Here? Steven Dopp, Task Force Staff	39
6. Review of Fiscal Year 2016-17 Regional Rural Development Grant Proposed Scope of Work	45
7. Review of Draft Fiscal Year 2017-18 Scope of Work	55

**PAGE NO.**

- 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 57
    - 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 59
  - 2. 2016 Meeting Dates and Locations 63
- 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.