MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on January 19, 2017. The meeting will be held at the Thomas Center, Long Gallery, 302 NE 6th Avenue, Gainesville, Florida, beginning at 10:00 a.m.

(Location Map on Back)
The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Thomas Center, Long Gallery
302 NE 6th Avenue, Gainesville, FL
Alachua County

January 19, 2017
Thursday 10:00 a.m.

PAGE NO.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the November 17, 2016 Meeting Minutes

IV. Presentation by Sparxoo on Digital Advertising Campaign and Website Enhancements

V. 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 - Bicycle Guides
   3. Website Blogs
   4. Tourism Brochure Distribution
   5. Winter eNewsletter
   5. Digital Advertising Campaign
   5. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 18 - 20, 2016, Report

C. Fiscal Year 2016-17 Florida Department of Economic Opportunity Grant
   1. Award Letter
   2. Contract Status
   3. Scope of Work
      a. Website Enhancements
      b. Springs and Bicycle Microsites
      c. Blogs
      d. Travel Shows
      e. Print and Digital Advertising Campaign
      f. eNewsletters
      g. Brochure Printing and Distribution
      h. Scholarships
      i. Professional Organization Memberships

r:\original florida\task force meetings\agendas\2017\ofttf agenda 1-19-17.docx
D. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17
      Rural Area of Opportunity Partnership Program
      a. Travel Show Assignments
      b. New Brochure
      c. Promotional Items

E. Staff Items
   1. Trademark Filing Status
   2. Fiscal Year 2017-18 Task Force Cooperative Regional Program
      Marketing Fees
   3. VISIT FLORIDA State Funding

F. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 2017 Meeting Dates and Locations

G. VISIT FLORIDA Monthly Report, Brenna Dacks

VI. Leadership Forum: To be determined

VII. New Business
   A. Announcements
   B. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., February 16, 2017 at a location to be determined in Suwannee County.