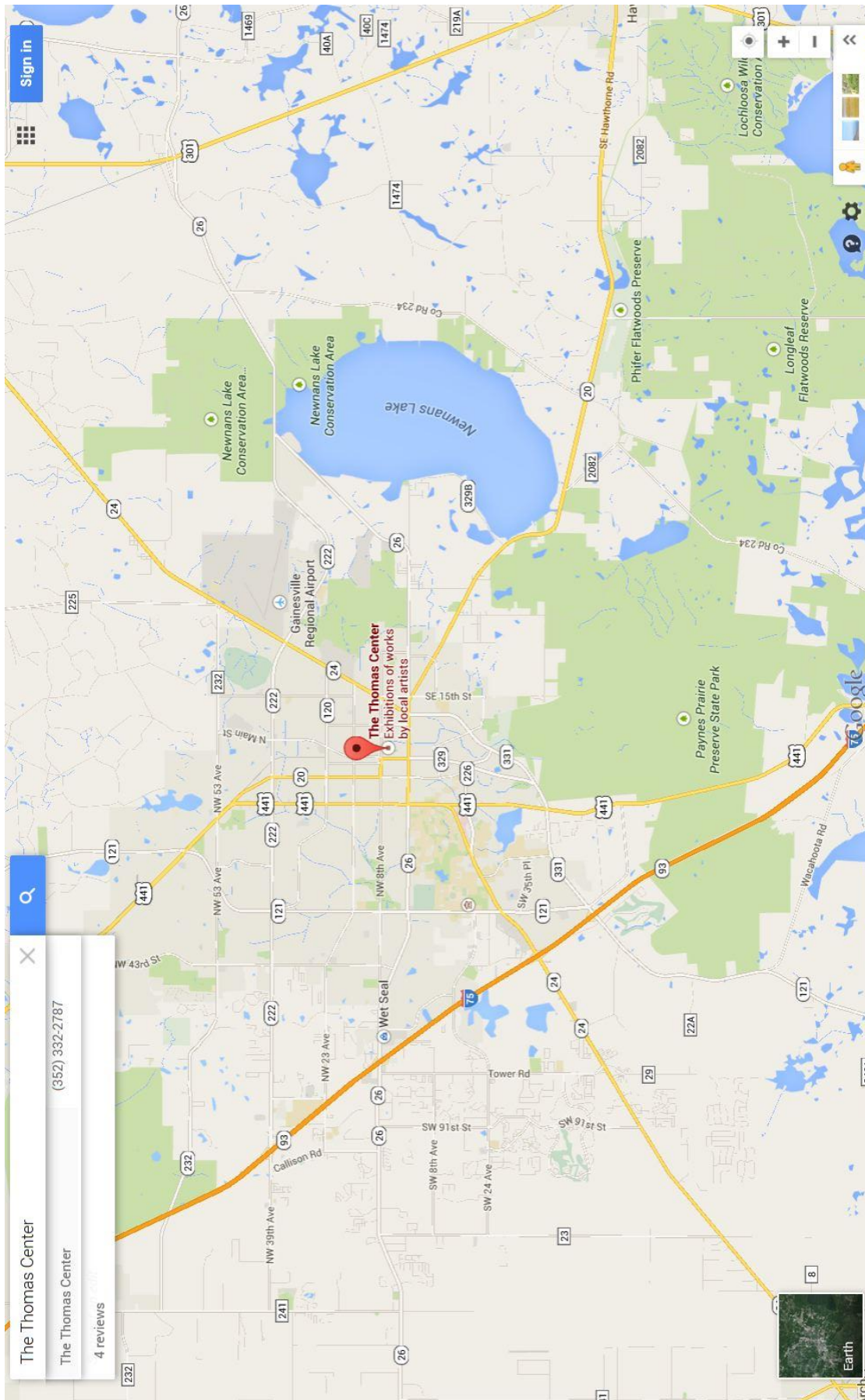
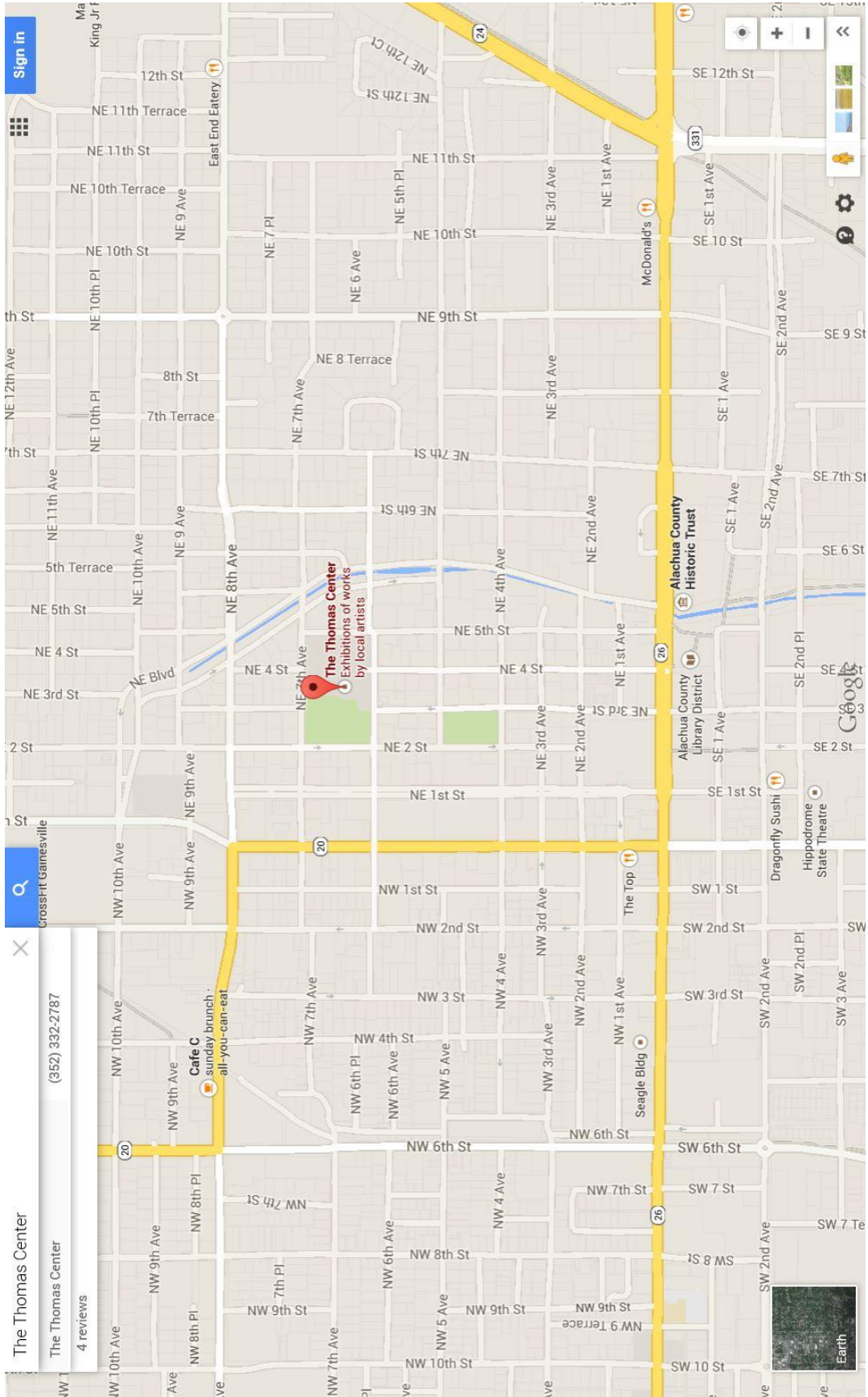


## MEETING NOTICE

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.**

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I. Call to Order, Introductions	
II. Approval of the Agenda	5
III. Approval of the November 17, 2016 Meeting Minutes	7
IV. Presentation by Sparxoo on Digital Advertising Campaign and Website Enhancements	
V. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Balance Sheet, September 30, 2016	13
b. Monthly Financial Report Review and Approval, October 31, 2016	15
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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	

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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 Show Assignments	67
b. New Brochure	
c. Promotional Items	
E. Staff Items	
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2. Fiscal Year 2017-18 Task Force Cooperative Regional Program Marketing Fees	73
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1. Updated Task Force Member Contact Information	77
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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.