

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Wakulla Environmental Center
Crawfordville, FL
Wakulla County

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

MEMBERS PRESENT

Will Sexton, Bradford County
Pat Watson, Gilchrist County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Brenda Graham, Madison County
Phyllis Williams, Madison County
Sandy Beach, Taylor County
Dave Mecusker, Union County, Treasurer
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

OTHERS PRESENT

Bob Ballard, Wakulla Environmental Institute
Donna Creamer, Gilchrist County
Stefani Curll, VISIT FLORIDA
Roland Loog, Volunteer
Lois Nevins, Volunteer
Pam Portwood, Big Bend Scenic Highway
Joanna Price, VISIT FLORIDA
Ralph Thomas, Wakulla County

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Mary Reichardt, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Susie Page, Lafayette County, Vice-Chair
Dawn Taylor, Taylor County, Chair

I. CALL TO ORDER, INTRODUCTIONS

The meeting came to order at 10:10 a.m.

II. ELECTION OF INTERIM CHAIR

In the absence of both the Chair and Vice-Chair, the Task Force appointed an interim Chair for the meeting.

ACTION: Katrina Richardson moved and Sandy Beach seconded to approve Nancy Wideman to serve as Interim Chair for the meeting. The motion passed unanimously

III. APPROVAL OF THE AGENDA

Interim Chair Wideman requested approval of the meeting agenda.

ACTION: Carol McQueen moved and Dave Mecusker seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE SEPTEMBER 15, 2016 MINUTES

Interim Chair Wideman asked for approval of the September 15, 2016 meeting minutes.

ACTION: Ms. Richardson moved and Ms. McQueen seconded to approve the September 15, 2016 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Report Review and Approval, August 31, 2016

Treasurer Mecusker presented the monthly financial report for August 31, 2016.

ACTION: Ms. Richardson moved and Pat Williams seconded to accept the August 31, 2016 financial report as circulated. The motion passed unanimously.

B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant

1. 2016 Task Force Marketing Project

Mr. Dopp reported that the bicycle and springs microsites are now online. He reported that the bicycle guide is being printed at this time. Mr. Dopp noted that the Task Force had received a request from one county for additional copies of the bicycle guide to be paid by the requesting county. He further noted that the Task Force has received the invoice from Sparxoo for the bicycle and springs microsites.

2. Bicycle Routes for New Member Counties

Mr. Dopp stated that funds for this item were previously moved to the 2016 Marketing Project.

3. Website Blogs

Mr. Dopp noted that the website blogger continues to write blogs for the Task Force website in accordance with Task Force contracts.

4. Tourism Brochure Distribution

Mr. Dopp reported that the Springs and More brochure continues to be distributed along Interstates 10 and 75.

5. Fall eNewsletter

Mr. Dopp reported that the fall eNewsletter was distributed October 12, 2016 to approximately 3,500 email addresses. He noted that the both the Open and Click-thru rates, as reported by Mailchimp, were above industry averages.

6. UnDiscovered Florida Advertisement

Mr. Dopp stated that he is receiving leads from the UnDiscovered Florida advertisement and is forwarding them to Task Force members.

7. Hershey RV Show, September 14 - 18, 2016

Donna Creamer reported on the Hershey RV Show.

Task Force members expressed concerns regarding transporting collateral material shipped to the hotels of the booth staff for transport by the booth staff to exhibit halls.

Mr. Dopp stated that the travel show budget was based on shipping to the hotels of the booth staff to minimize the use of intermediary shippers. He further stated he would check to see if the convention centers will allow booth staff to bring collateral material directly onto the show floor. Mr. Dopp noted that the Task Force will have to prioritize the shows to which collateral material will be shipped directly to convention centers due to cost considerations.

8. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 19 - 20, 2016

Ms. Beach reported that she will be making a presentation at the Midwest Mountaineering Expo.

C. Staff Items

1. Trademark Filing Status

Mr. Dopp reported that the Task Force has received notification from the United State Trademark Office indicating that the Trademark notice was published October 18, 2016 and that the Trademark should be granted in approximately four months.

2. Travel Show Advances

Mr. Dopp reported on the administration of travel show advances. He noted that the Task Force will receive advances for hotels and airfare.

Members discussed acquiring a credit card for the Task Force.

ACTION: Ms. McQueen moved and Ms. Beach seconded for the Task Force to acquire a credit card with usage of the credit card limited to costs associated with travel shows. The motion passed unanimously (11 Yeas and 0 Nays).

3. Suwannee County Tourist Development Council Update

Mr. Dopp reported that the Suwannee County Tourist Development Council recently voted to rejoin the Task Force. He noted that administration of the Suwannee County Tourist Development Council had been transferred from the Suwannee County Chamber of Commerce to the Suwannee County Economic Development Office.

4. Bike Florida Celebration of Cycling, October 28, 2016

Mr. Dopp reported that he will be presenting the new Task Force bicycle microsite at the Bike Florida Celebration of Cycling on October 28, 2016 in Gainesville.

5. Review of Task Force Website - Where Do We Go From Here?

Mr. Dopp reviewed the Task Force website. He noted that the site does not work well on mobile devices and lacks topic-centric landing pages for its Things to Do, Places to Stay and Places to Eat subject areas. He recommended that the Task Force consider replacing the Ultimate Paddling Guide project with additional revisions to the Task Force website next year.

6. Review of Fiscal Year 2016-17 Regional Rural Development Grant Proposed Scope of Work

The Task Force reviewed the Fiscal Year 2016-17 proposed scope of work. Mr. Dopp recommended that he be authorized to negotiate with Sparxoo to determine the cost and types of website modifications to be made by Sparxoo and, in consultation with the Task Force Chair, modify the scope of work and budget based on negotiations with Sparxoo as part of the Task Force Fiscal Year 2016-17 Regional Rural Development Grant application.

ACTION: Will Sexton moved and Ms. McQueen seconded to authorize Mr. Dopp to negotiate with Sparxoo to determine the cost and types of website modifications to be made by Sparxoo and, in consultation with the Task Force Chair, modify the scope of work and budget based on negotiations with Sparxoo as part of the Task Force Fiscal Year 2016-17 Regional Rural Development Grant application and to submit the revised scope of work and budget as part of the Task Force Fiscal Year 2016-17 Regional Rural Development Grant application. The motion passed unanimously.

7. Review of Draft Fiscal Year 2017-18 Regional Rural Development Grant Scope of Work

The Task Force reviewed a draft scope of work for the Fiscal Year 2017-18 Regional Rural Development Grant Scope of Work.

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

Mr. Dopp noted that the travel show assignments are included in the meeting packet.

b. New Regional Brochure

Mr. Dopp stated that VISIT FLORIDA is progressing on the development of the new Unexplored Florida brochure.

c. Promotional items

Mr. Dopp reviewed promotional item expenditures.

E. VISIT FLORIDA Report

Stefani Curll presented the VISIT FLORIDA report.

F. Other Old Business

1. Updated Task Force Member Contact Information

No changes were requested to be made to the contact information.

2. 2016 Meeting Dates

No changes were made to meeting dates or locations of meetings.

V. NEW BUSINESS

A. Announcements

Task Force members made announcements of interest to the Task Force.

B. Other New Business

No other new business was discussed.

VI. LEADERSHIP FORUM

Bob Ballard, Wakulla Environmental Institute and Pam Portwood, Big Bend Scenic Byway made presentations to the Task Force.

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.

The meeting adjourned at 1:29 p.m.



Dawn Taylor, Chair

11/17/16
Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.