

Taylor County Chamber of Commerce  
Perry, FL  
Taylor County

November 17, 2016  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Rod Butler, Columbia County  
Russ McCallister, Dixie County  
Jennifer Hand, Hamilton County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Carol McQueen, Levy County  
Trent Abbott, Madison County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator  
Cody Gray, Columbia County Tourist  
Development Council  
Roland Loog, Volunteer  
Scott Mixon, Georgia Pacific Corporation  
Lois Nevins, By All Means Travel  
Tommy Thompson, Volunteer

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County  
Julie Waldman, Alachua County  
Daniel Riddick, Bradford County  
Will Sexton, Bradford County  
Paula Vann, Columbia County  
Martin Pierce, Dixie County  
Pat Watson, Gilchrist County  
Susan Ramsey, Hamilton County  
Susie Page, Lafayette County, Vice-Chair  
Alvin Jackson, Suwannee County  
Sandy Beach, Taylor County  
Diane Bardhi, Wakulla County  
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting came to order at 10:05 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

**ACTION:** Nancy Wideman moved and Russ McCallister seconded to approve the agenda as circulated. The motion passed unanimously.

### III. APPROVAL OF THE OCTOBER 20, 2016 MINUTES

Chair Taylor asked for approval of the October 20, 2016 meeting minutes.

**ACTION: Ms. Wideman moved and Carol McQueen seconded to approve the October 20, 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, September 30, 2016

Dave Mecusker presented the monthly financial report for September 30, 2016. Mr. Mecusker stated that Total Assets do not equal Liabilities and Equity on the Balance Sheet but recommended acceptance of the report with the understanding that this issue will be resolved.

The Task Force agreed by consensus to add the bank statement and listing of cancelled checks to the financial statement summary included in the meeting Task Force.

**ACTION: Katrina Richardson moved and Ms. McQueen seconded to accept the September 30, 2016 financial with the understanding that the assets and liabilities on the Balance Sheet will be resolved. The motion passed unanimously.**

###### b. Revised Fiscal Year 2015-16 Budget Review and Approval

Steven Dopp presented a proposed amended budget for Fiscal Year 2015-16.

**ACTION: Ms. Wideman moved and Mr. Mecusker seconded to approve the Task Force amended budget for Fiscal Year 2015-16 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 the results of the first month of the digital advertising campaign.

##### 2. Bicycle Routes for New Member Counties

Mr. Dopp stated that funds for this item were previously reallocated by the Task Force 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. Winter eNewsletter

Mr. Dopp reported that the winter eNewsletter will be distributed in December 2016.

6. UnDiscovered Florida Advertisement

Mr. Dopp stated that he has not received any leads for the last two months from the UnDiscovered Florida advertisement.

7. Midwest Mountaineering (Minneapolis) Outdoor Adventure Exp, November 18 - 20, 2016

Mr. Dopp reported that Diane Bardhi and Sandy Beach are in Minneapolis to staff the Task Force booth for the Outdoor Adventure Expo.

C. Staff Items

1. Trademark Filing Status

Mr. Dopp reported that he had no new updates on this matter.

2. Suwannee County Tourist Development Council Update

Mr. Dopp reported that Teena Peavy of the Suwannee County Tourist Development Council was in attendance.

Teena Peavy stated that the County voted to rejoin the Task Force and has appointed both Alvin Jackson and Teena Peavy as Task Force members.

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

Mr. Dopp reported on the presentation he gave to the Bike Florida annual meeting regarding the Ultimate Bicycle Guide. He noted strong interest in the guide from the audience. He suggested that that Task Force allow the Gainesville Cycling Club, Suwannee Bicycle Association and the Capital City Cyclists to add two routes each to the Ultimate Bicycle Guide.

**ACTION: Mr. Mecusker moved and Ms. Wideman seconded to allow the Gainesville Cycling Club, the Suwannee Bicycle Association and the Capital City Cyclists to add two routes each to the Ultimate Bicycle Guide. The motion passed unanimously.**

4. Review of Fiscal Year 2016-17 Regional Rural Development Grant Proposed Scope of Work and Budget

Mr. Dopp presented the proposed scope of work and budget for the grant application. He noted that the Florida Department of Economic Opportunity is likely to provide greater grant funding flexibility next year.

Mr. Dopp discussed the proposed budget. He noted that \$44,000 is budgeted for modifications to the website to provide topic-based landing pages for the Things to Do, Places to Stay and Places to Eat sections of the website. Mr. Dopp noted that the modifications will also improve usability of the website on mobile devices.

**ACTION: Ms. Richardson moved and Ms. McQueen seconded to amend the Fiscal Year 2016-17 Regional Rural Development Grant proposed budget to allocate \$30,000 for website modifications and to allocate \$14,000 for a digital advertising campaign and to approve the Fiscal Year 2016-17 Regional Rural Development Grant scope of work and budget as amended. The motion passed unanimously.**

The Task Force agreed by consensus to invite David Capece and his team from Sparxoo to the January 2017 meeting to discuss member concerns with the Task Force website.

5. 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.

Russ McCallister stated that River Graphics, located in North Carolina, is producing a new lower-cost map of the Suwannee River Wilderness Trail which could be printed instead of the Suwannee River Paddling Guide, which is currently included for printing in the draft 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

Ms. Creamer reported on the London World Travel Market show. She noted that attendees were most interested in diving and bicycling. She reported that attendees requested a handout which provides information on diving locations.

Mr. Dopp noted that the travel show assignments are included in the meeting packet. Ms. Creamer stated that a replacement attendee was needed for the Chicago Travel and Adventure Show from Hamilton County.

Mr. Dopp noted that a replacement attendee was needed to replace Mary Reichardt of Alachua County, who recently resigned from the Task Force, for the Toronto Outdoor Adventure Show and at Bike Expo New York.

The Task Force agreed by consensus to assign Tommy Thompson to the Chicago Travel and Adventure Show, Paula Vann to the Bike Expo New York Show, and Donna Creamer to the Toronto Outdoor Adventure and Travel Show. The Task Force also agreed to assign Sean Plemons as an alternate to the Washington, DC Travel and Adventure Show and Tommy Thompson as an alternate to Bike Expo New York.

b. New Regional Brochure

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

c. Promotional items

Mr. Dopp noted that he has ordered eyeglass straps. He recommended printing the State-Designated Paddling Guide booklet previously developed by the Task Force.

d. Task Force Members Collateral Material for Travel Shows

Mr. Dopp requested collateral material from counties who have not yet submitted collateral material for distribution at travel shows.

E. VISIT FLORIDA Monthly Report

Mr. Dopp distributed the VISIT FLORIDA monthly report.

F. Other Old Business

1. Updated Task Force Member Contact Information

Changes were requested to be made to the contact information by several Task Force members.

2. 2016 Meeting Dates

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

V. NEW BUSINESS

A. Calendar Year 2017 Meeting Locations - Request for Members to Host Meetings

Task Force members agreed by consensus to the following meeting schedule for 2017:

January 19, 2017	Alachua County
February 16, 2017	Suwannee County
March 16, 2017	Madison County
April 20, 2017	Jefferson County
May 18, 2017	Levy County
June 15, 2017	Columbia County
July 20, 2017	Gilchrist County
August 17, 2017	Hamilton County

September 21, 2017 VISIT FLORIDA  
October 19, 2017 Wakulla County  
November 16, 2017 Taylor County

B. Other New Business

The Task Force discussed the travel advance payment policy for travel show booth staff.

**ACTION: Ms. Wideman moved and Ms. Richardson seconded to limit the advance payments for travel show booth staff to Russ McCallister and Donna Creamer. The motion passed unanimously.**

VI. LEADERSHIP FORUM

Scott Mixon, Georgia Pacific Corporation made a presentation concerning the Fenholloway River Restoration Project to the Task Force.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., January 19, 2017 at a location to be determined in Alachua County.

**The meeting adjourned at 1:35 p.m.**

  
Dawn Taylor, Chair

1/19/17  
Date

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