

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous
Mayo, FL
Lafayette County

September 15, 2016
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Mary Reichardt, Alachua County
Julie Waldman, Alachua County
Paula Vann, Columbia County
Pat Watson, Gilchrist County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Phyllis Williams, Madison County
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Brack Barker, Wild Florida Adventures
Donna Creamer, Gilchrist County
Brenna Dacks, VISIT FLORIDA
Roland Loog, Volunteer
Lois Nevins, Volunteer

STAFF PRESENT

Steven Dopp
Scott Koons

MEMBERS ABSENT

Daniel Riddick, Bradford County
Will Sexton, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Vice-Chair Susie Page, noting the presence of a quorum, opened the meeting at 10:00 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Vice-Chair Page requested approval of the meeting agenda.

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

III. APPROVAL OF THE AUGUST 18, 2016 MINUTES

Vice-Chair Page asked for approval of the August 18, 2016 meeting minutes.

ACTION: Nancy Wideman moved and Ron Gomoll seconded to approve the August 18, 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, June 30, 2016 and July 31, 2016

Treasurer Mecusker presented the monthly financial reports for June 30, 2016 and July 31, 2016.

ACTION: Mr. Gromoll moved and Katrina Richardson seconded to approve the June 30, 2016 and July 31, 2016 financial reports 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

a. 2016 Marketing Project Update and Request for Approval, Adrienne Morgan, Senior Director, Strategy and Business Development, Sparxoo, Inc.

Ms. Morgan presented the draft Ultimate Springs Guide website, Ultimate Springs Guide guidebook, Ultimate Bicycle Guide website, the Ultimate Bicycle Guide guidebook and the Digital Advertising Campaign.

Task Force members provided comments and recommended edits to the various products.

2. Bicycle Routes for New Member Counties

Mr. Dopp stated that funds for this item were previously diverted 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 continue to be distributed along Interstates 10 and 75.

5. Fall eNewsletter

Allison Greco reported that the fall eNewsletter is under development and is anticipated to be distributed in early October.

6. 2016 Florida Governor's Annual Tourism Conference

Mr. Dopp reported that he, Diane Bardhi, Marianne Graves and Katrina Richardson attended the Florida Governor's Annual Tourism Conference. Mr. Dopp requested attendees to complete and send to him their signed expense statements for reimbursement.

7. UnDiscovered Florida Advertisement

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

8. Tampa Boat Show, September 8 - 12, 2016

Roland Loog reported on the Tampa Boat Show

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

Mr. Dopp noted that Sandy Beach, Donna Creamer and Dawn Taylor were staffing the Task Force booth at the Hershey RV Show.

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

Mr. Dopp reported that the Task Force is registered and the registration fees have been paid for the above-referenced shows. He encouraged travel show representatives to make their hotel and travel arrangements.

C. Staff Items

1. Purchase of Three Folding Hand Carts

Mr. Dopp requested authorization to purchase three folding hand carts for use at travel shows. The Task Force agreed by consensus to purchase three folding hand carts.

2. Suwannee County Tourist Development Council Update

Mr. Dopp reported that Chair Taylor made a presentation to the Suwannee County Chamber of Commerce regarding joining the Task Force

3. Fiscal Year 2016-17 Task Force Draft Work Program and Authorization to Prepare a Fiscal Year 2017-18 Regional Rural Development Grant Application

Mr. Dopp discussed the Fiscal Year 2016-17 work program. The Task Force reviewed the Fiscal Year 2016-17

Carol McQueen stated that the Task Force should consider placing an additional VISIT FLORIDA co-op ad in lieu of the digital advertising campaign.

Ms. Dacks discussed several advertising opportunities through VISIT FLORIDA.

Mr. Dopp requested Ms. Dacks to prepare a proposed advertising campaign for a cost not to exceed \$10,000.

Task Force draft work program and agreed by consensus for Mr. Dopp to begin preparation of the grant application.

4. Letter to Florida Fish and Wildlife Commission Requesting Authorization to Post Fish and Wildlife Commission Publications on the Task Force Website

Mr. Dopp recommended that the Task Force prepare a pdf file of Sections 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail and post the pdf file to the Task Force website in lieu of requesting permission from the Florida Fish and Wildlife Conservation Commission to post a pdf file of the Big Bend Saltwater Paddling Trail. He further recommended that the Task Force not prepare a letter to the Commission requesting permission to post Commission publications to the Task Force website as was authorized by the Task Force at its August 18, 2016 meeting.

ACTION: Ms. McQueen moved and Ms. Richardson seconded to rescind a previously approved Task Force Action and not send a letter to the Florida Fish and Wildlife Commission Requesting Authorization to Post Fish and Wildlife Commission Publications on the Task Force Website and to instead publish, as a pdf, Sections 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail. The motion passed unanimously.

5. Task Force Credit Card

Scott Koons advised the Task Force of concerns he had regarding potential liabilities of Task Force acquisition of a credit card. He recommended that the Task Force rescind its previously-approved action to acquire a credit card.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to rescind a previously approved Task Force Action and not acquire a credit card. The motion passed with seven Yeas and four Nays (Gromoll, Waldman, Watson, Wideman).

Mr. Koons recommended that the Task Force could authorize him to issue advance payments for travel show attendees to assist those who are experiencing difficulty waiting for their reimbursement requests to be processed.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to authorize advance payments for travel show booth staff. The motion passed unanimously.

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 the promotional items expenditures.

E. Other Staff Items

No other staff items were discussed.

F. VISIT FLORIDA Report

Brenna Dacks presented the VISIT FLORIDA report.

G. Other Old Business

1. Updated Task Force Member Contact Information

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

2. Meeting Dates and Locations

No changes were made to meeting dates and locations.

V. NEW BUSINESS

A. Staff Items

1. Request for Six Replacement Suwannee River Wilderness Trail Paddling Guides, Boy Scout Troop 23, South Miami, Florida

Mr. Dopp informed the Task Force of a request for six replacement paddling guidebooks by the Boy Scout Troop. He noted that an email from the Scoutmaster by which was forwarded to him by Kay McCallister indicated that the Troop had been robbed and while paddling the Suwannee River.

The Committee agreed by consensus to send the Troop six replacement copies of the paddling guide.

B. Other New Business

No other new business was discussed.

VI. LEADERSHIP FORUM

No leadership forum was held.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., October 20, 2016 at a location to be determined in Wakulla County.

The meeting adjourned at 1:25 p.m.


Dawn Taylor, Chair

10/27/16
Date

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