MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 16, 2017**. The meeting will be held at **Grand Hall, Spirit of the Suwannee Music Park, 3076 95th Avenue, Live Oak, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)
Grand Hall, Spirit of the Suwannee Music Park
3076 95th Drive, Live Oak, FL
Suwannee County

February 16, 2017
Thursday 10:00 a.m.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the January 19, 2017 Meeting Minutes

IV. Old Business

   A. Committee Reports
      1. Finance Committee Report

   B. Fiscal Year 2015-16 Regional Rural Development Grant

   C. Fiscal Year 2016-17 Regional Rural Development Grant
      1. Contract Status
      3. Draft Scope of Work
         a. Website Enhancements
         b. Springs and Bicycle Microsites
         c. Blogs
         d. Photography
         e. Domestic Travel Shows
         f. Print and Digital Advertising Campaigns
         g. eNewsletters
         h. Brochure Printing and Distribution
         i. Scholarships
            i. Southeast Tourism Society Marketing College, May 14-19, 2017
            ii. Florida Governor’s Conference on Tourism, August 28-30, 2017
            iii. Designation of Scholarship Recipients
            j. Professional Organization Memberships

   D. Fiscal Year 2017-18 Regional Rural Development Grant
      1. Draft Scope of Work
E. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17
      Rural Area of Opportunity Partnership Program
      a. Travel Show Reports
         i. Washington, DC Travel & Adventure Show
         ii. Chicago Travel & Adventure Show
         iii. New York Times Travel Show
         iv. Atlanta Camping & RV Show
      b. Travel Show Assignments
      c. New Brochure
      d. Promotional Items

F. VISIT FLORIDA Monthly Report, Kate Chunka

G. Staff Items
   1. Website Analytics
   2. Travel Show Reimbursement for Tips
   3. Florida House Bill PCB CCS 17-01

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

V. Leadership Forum: To be determined

VI. 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., March 16, 2017 at a location to be determined in Madison County.