MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on March 16, 2017. The meeting will be held at Opry Hall, Yogi Bear’s Jellystone Park of Madison, 1051 SW Old St. Augustine Road, Madison, Florida, beginning at 10:00 a.m.

(Location Map on Back)
Opry Hall, Yogi Bear’s Jellystone Park of Madison  
1051 SW Old St. Augustine Road, Madison, FL  
Madison County

March 16, 2017  
10:00 a.m.

I. Call to Order, Introductions
II. Approval of the Agenda
III. Approval of the February 16, 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
      2. Draft Scope of Work
         a. Website Enhancements and Digital Advertising Campaign
            i. Draft Request for Proposals
         b. Springs and Bicycle Microsite Updates
         c. Blogs
         d. Photography
            i. Draft Photographic Services Contract
         e. Domestic Travel Shows
            i. Midwest Mountaineering Spring Expo, April 28-30, 2017
         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. Telegraph Outdoor Adventure and Travel Show
         ii. Chicago RV and Camping Show Report
         iii. Toronto Outdoor Adventure Show
         iv. ITB - Berlin
         v. Canoecopia
      b. Travel Show Assignments
      c. New Brochure
      d. Promotional Items

F. VISIT FLORIDA Monthly Report, Brenna Dacks

G. Staff Items
   1. Website Analytics
   2. Travel Show Reimbursement for Tips
   3. Florida Tourism Day, March 14, 2017

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., April 20, 2017 at a location to be determined in Jefferson County.