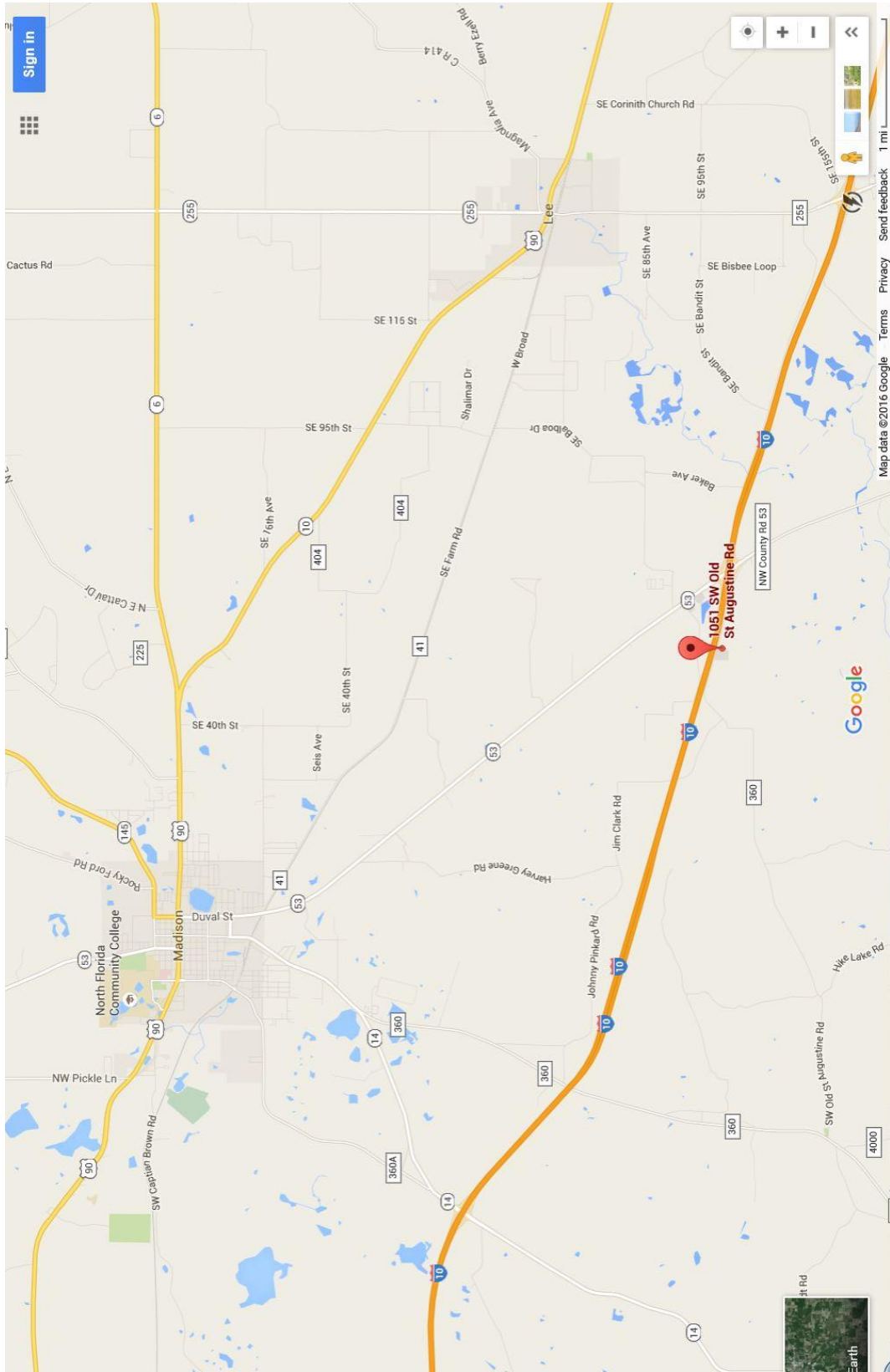


## MEETING NOTICE

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)



*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda



**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.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the February 16, 2017 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, January 30, 2017	11
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	23
a. Website Enhancements and Digital Advertising Campaign	29
i. Draft Request for Proposals	31
b. Springs and Bicycle Microsite Updates	
c. Blogs	
d. Photography	
i. Draft Photographic Services Contract	41
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	47
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	48
j. Professional Organization Memberships	
D. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Draft Scope of Work	49

**PAGE NO.**

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.	Canoeopia	
b.	Travel Show Assignments	51
c.	New Brochure	
d.	Promotional Items	
F.	VISIT FLORIDA Monthly Report, Brenna Dacks	
G.	Staff Items	
1.	Website Analytics	53
2.	Travel Show Reimbursement for Tips	
3.	Florida Tourism Day, March 14, 2017	
H.	Other Old Business	
1.	Updated Task Force Member Contact Information	57
2.	2017 Meeting Dates and Locations	61
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.