

Thomas Center
Gainesville, FL
Alachua County

January 19, 2017
Thursday, 10:00 a.m.

MEMBERS PRESENT

Julie Waldman, Alachua County
Will Sexton, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

OTHERS PRESENT

David Capece, Sparxoo
Jeff Cary, Dixie County
Tourist Development Council
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
John Pricher, Visit Gainesville
Chelsea Roby, Sparxoo

STAFF PRESENT

Steven Dopp
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting came to order at 10:09 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor 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 NOVEMBER 17, 2016 MINUTES

Chair Taylor asked for approval of the November 17, 2016 meeting minutes.

ACTION: Mr. Mecusker moved and Nancy Wideman seconded to approve the November 17, 2016 meeting minutes as circulated. The motion passed unanimously.

IV. Presentation by Sparxoo on Digital Advertising Campaign and Website Enhancements

Chelsea Roby of Sparxoo presented the results of the Digital Advertising Campaign. David Capece of Sparxoo presented a proposal for revising the Task Force home page.

V. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

- a. Balance Sheet, September 30, 2016
- b. Monthly Financial Report Review and Approval, October 31, 2016
- c. Monthly Financial Report Review and Approval, November 30, 2016

Treasurer Mecusker reported on the September 30, 2016 Balance Sheet, the October 31, 2016 monthly financial report and the November 30, 2016 monthly financial report.

ACTION: Ms. Wideman moved and Katrina Richardson seconded to accept the October 31, 2016 and the November 30, 2016 monthly financial reports. 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 stated that 1,000 copies of the Ultimate Bicycle Guide had been printed and delivered to the Task Force.

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 “Exhilarating! Springs and More” brochure continues to be distributed along Interstates 10 and 75.

5. Winter eNewsletter

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

6. UnDiscovered Florida Advertisement

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

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

Mr. Dopp reported that Diane Bardhi and Sandy Beach will staff the Task Force booth at Midwest Mountaineering Outdoor Adventure Expo.

C. Fiscal Year 2016-17 Florida Department of Economic Opportunity Grant

1. Award Letter

Mr. Dopp stated that the Task Force received an award letter from the Florida Department of Economic Opportunity for the Fiscal Year 2016-17 Regional Rural Development Grant in the amount of \$150,000.

2. Contract Status

Mr. Dopp stated that the Florida Department of Economic Opportunity is developing a contract for the Fiscal Year 2016-17 Regional Rural Development Grant.

3. Scope of Work

- a. Website Enhancements
- b. Springs and Bicycle Microsites
- c. Blogs
- d. Photography
- e. Travel Shows
- f. Print and Digital Advertising Campaign
- g. eNewsletters
- h. Brochure Printing and Distribution
- i. Scholarships
- j. Professional Organization Memberships

Mr. Dopp discussed the scope of work for the Fiscal Year 2016-17 Regional Rural Development Grant.

The Task Force reviewed the 10-county “Exhilarating! Florida’s Springs and More” brochure and the 16-county” Exhilarating! Natural North Florida” brochure. The Task Force agreed by consensus to revise and reprint the “Exhilarating! Florida Springs and More” brochure for the 14-member counties of the Task Force using the format and layout of the “Exhilarating! Natural North Florida” brochure.

Mr. Dopp stated that the Task Force has entered into an agreement with Worth International for the 2017 Undiscovered Florida advertisement and has forwarded the contact information of participating members to Terri Tonkin at Worth International. He stated that Ms. Tonkin will contact the participating counties and bill them separately for their portion of the advertisement cost.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - Fiscal Year 2016-17 North Central Florida Rural Area of Opportunity Partnership Program

a. Travel Show Assignments

Roland Loog presented a report on the Washington, D.C. Travel and Adventure Show.

Alvin Jackson volunteered to staff the Task Force booth at the Chicago RV and Camping show.

b. New Brochure

Mr. Dopp stated that the new Unexplored Florida brochures have been delivered to the Council office.

c. Promotional Items

Mr. Dopp stated that the Task Force is purchasing additional media press kits and self-adhesive removable logos. He also noted that any unspent promotional item funds could be used to print specialty brochures, maps, the Florida State-Designated Paddling Trail Guide as well as the guide to Segments 5 and 6 of the Florida Circumnavigational Saltwater Paddling Trail.

E. Staff Items

1. Trademark Filing Status

Mr. Dopp reported that the U.S. Patent and Trademark Office granted the Visit Natural North Florida trademark.

2. Fiscal Year 2017-18 Task Force Cooperative Regional Program Marketing Fees

Mr. Dopp reported that the Fiscal Year 2017-18 marketing fee for each county will be the same amount as for Fiscal Year 2016-17.

3. VISIT FLORIDA State Funding

Mr. Koons advised the Task Force that Speaker Corcoran, of the Florida House of Representatives has proposed reducing or eliminating funding for VISIT FLORIDA. He further stated that a reduction or the elimination of funding for VISIT FLORIDA may have an adverse impact on future Task Force funding.

F. Other Old Business

1. Updated Task Force Member Contact Information

No changes were requested to be made to Task Force member contact information.

2. 2017 Meeting Dates and Locations

No changes were made to the 2017 meeting dates and locations.

G. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

VI. LEADERSHIP FORUM

Mr. Dopp and Mr. Loog gave a Powerpoint presentation about the 2015-16 Task Force travel show program. Mr. Dopp noted that the same presentation was made by the Task Force to VISIT FLORIDA in August 2016.

VII. NEW BUSINESS

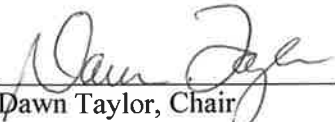
A. Announcements

B. Other New Business

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., February 16, 2017 at a location to be determined in Suwannee County.

The meeting adjourned at 1:30 p.m.


Dawn Taylor, Chair

2/16/17
Date

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