

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Grand Hall, Spirit of the Suwannee Music Park
Live Oak, FL
Suwannee County

February 16, 2017
10:00 a.m.

MEMBERS PRESENT

Rod Butler, Columbia County
Paula Vann, Columbia County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Carol McQueen, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer
Diane Bardhi, Wakulla County

OTHERS PRESENT

Jeff Cary, Dixie County
Tourist Development Council
Donna Creamer, Travel Show Coordinator
Lois Nevins, By All Means Travel

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Will Sexton, Bradford County
Daniel Riddick, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Alvin Jackson, Suwannee County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting came to order at 10:15 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

III. APPROVAL OF THE JANUARY 19, 2017 MINUTES

Chair Taylor asked for approval of the January 19, 2017 meeting minutes.

ACTION: Ms. Richardson moved and Susan Ramsey seconded to approve the January 19, 2017 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Report

a. Monthly Financial Report Review and Approval, December 31, 2016

Steven Dopp presented the December 30, 2016 monthly financial report.

ACTION: Ms. Vann moved and Phyllis Williams seconded to accept the December 31, 2016 monthly financial report. The motion passed unanimously.

B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant

Mr. Dopp reported that the Task Force had submitted its second and third quarter reports and reimbursement requests to the Florida Department of Economic Opportunity but has not yet been reimbursed for the 2nd and 3rd quarter expenditures.

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

1. Contract Status

Mr. Dopp reported that the Task Force has yet to receive a final contract from the Florida Department of Economic Opportunity.

2. Draft Scope of Work

a. Website Enhancements

Mr. Dopp distributed a document describing the addition of proposed topic-based landing pages for the Things to Do, Places to Eat and Places to Stay portions of the Home Page.

Chair Taylor requested Task Force members to send any events or attractions which need to be added to the website via email to the Task Force intern.

ACTION: Ms. Vann moved and Carol McQueen seconded to publish a request for proposals for the website enhancements. After discussion, the motion was withdrawn by Ms. Vann.

b. Springs and Bicycle Microsites

Mr. Dopp requested Ms. Peavey to identify two Suwannee County springs and bicycle routes to be added to the Task Force website.

c. Blogs

Mr. Dopp stated that the Task Force has entered into an agreement with Tommy Thompson to continue posting blogs on the Task Force website.

d. Photography

Mr. Dopp asked if the Task Force would like to enter into a contract with Tommy Thompson for photographs of the region.

ACTION:

Ms. McQueen moved and Diane Bardhi seconded to enter into a photography contract. After discussion, the motion was withdrawn by Ms. McQueen.

Chair Taylor requested Task Force members email Mr. Dopp specific suggestions regarding the types and locations of photographs to be addressed in the contract.

e. Domestic Travel Shows

The Task Force agreed by consensus to attend the Midwest Mountaineering Spring Expo in Minneapolis as well as the Hershey RV Show.

f. Print and Digital Advertising Campaigns

The Task Force discussed the digital advertising campaign. The Task Force agreed by consensus to publish a Request for Proposals for the Digital Advertising Campaign.

g. eNewsletters

Mr. Dopp requested Task Force members to send ideas for the enewsletter to the Task Force intern.

h. Brochure Printing and Distribution

No discussion occurred regarding this agenda item.

i. Scholarships

The Task Force agreed by consensus to award scholarships to Dean Taylor, Sandy Beach, Katrina Richardson, Diane Bardhi and Phyllis Williams to attend the Southeast Tourism Society Marketing College. Additionally, Steven Dopp, Susan Ramsey and Katrina Richardson expressed interest in receiving scholarships to attend the Florida Governor's Conference on Tourism.

j. Professional Organization Memberships

No discussion occurred under this agenda item.

D. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

The Task Force members discussed the draft scope of work included in the meeting packet.

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 and Adventure Show

No report was presented on the Washington, DC Travel and Adventure Show.

ii. Chicago Travel and Adventure Show

Donna Creamer reported on the Chicago Travel and Adventure Show.

iii. New York Times Travel and Adventure Show

Chair Taylor reported on the New York Times Travel and Adventure Show.

iv. Atlanta Camping and RV Show

Ms. Bardhi reported on the Atlanta Camping and RV Show.

b. Travel Show Assignments

Chair Taylor agreed to serve as the Alternate for Canoeopia. Ms. Peavey agreed to serve as the Alternate for the Dallas Travel and Adventure Show.

c. New Brochure

Task Force members discussed the design of a new Visit Natural North Florida brochure.

d. Promotional Items

Mr. Dopp reported that the Task Force has expended its available funds for promotional items.

F. VISIT FLORIDA Monthly Report

No report was provided by VISIT FLORIDA.

G. Staff Items

1. Website Analytics

Mr. Dopp reported on Google website analytics for the month of January 2017.

2. Travel Show Reimbursement for Tips

Mr. Dopp discussed the Florida Department of Financial Services travel policy for tips. He stated that, without written receipts, the Task Force must use the tipping policy of the Florida Department of Financial Services as a safe harbor policy.

3. Florida House Bill 7005

Ms. McQueen reported on the status of Florida House of Representatives proposed legislation to eliminate VISIT FLORIDA.

H. 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.

VI. LEADERSHIP FORUM

No Leadership Forum presentation was provided.

VII. NEW BUSINESS

A. Announcements

Task Force members made announcements of interest to the Task Force.

B. Other New Business

No other new business was discussed.

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.

The meeting adjourned at 1:36 p.m.



Dawn Taylor, Chair

3/16/17
Date

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