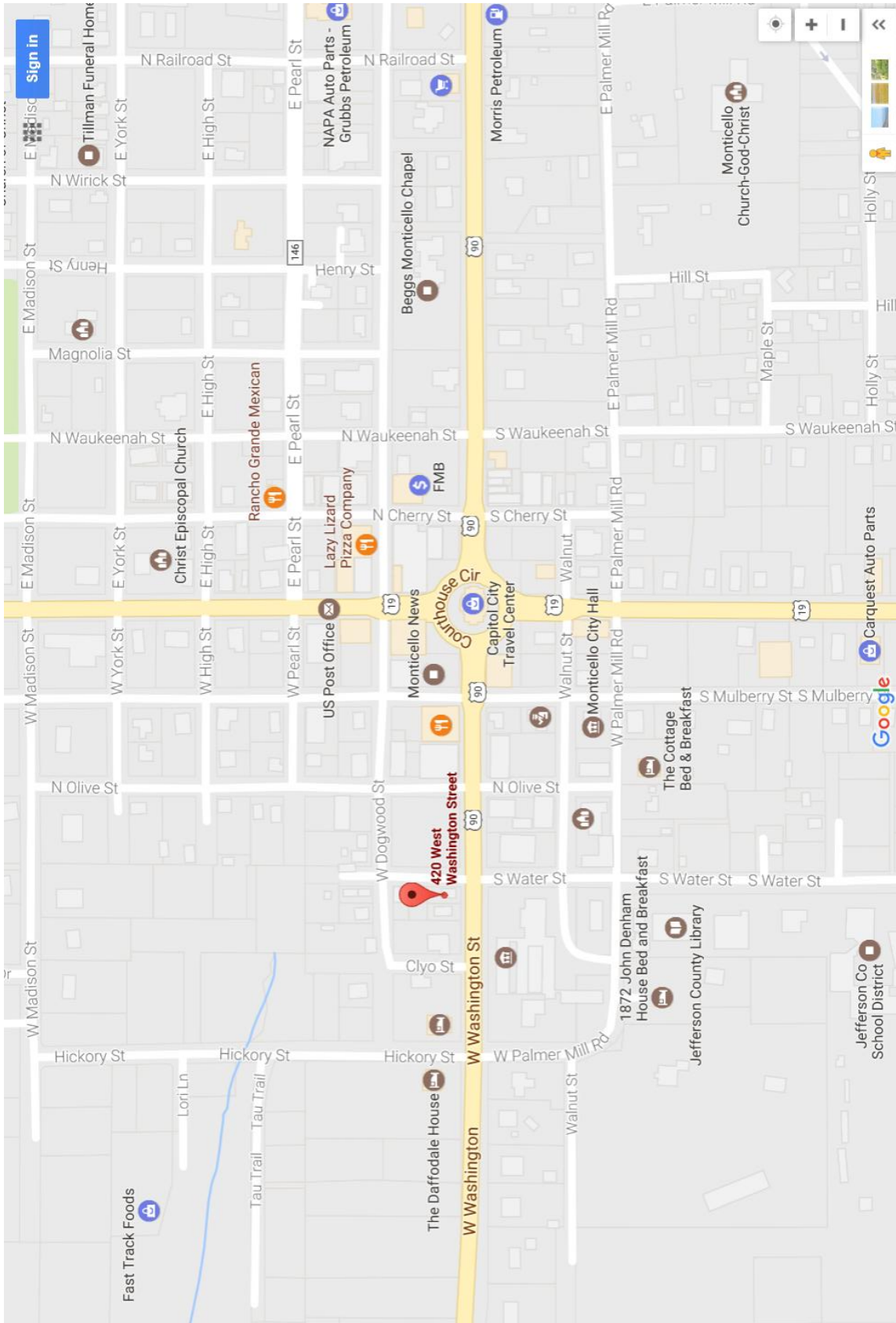


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **April 20, 2017**. The meeting will be held at **the Monticello-Jefferson County Chamber of Commerce, 420 W. Washington Street, Monticello, FL**, beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda



Monticello-Jefferson County Chamber of Commerce
420 West Washington Street, Monticello, FL
Jefferson County

April 20, 2017
10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the March 16, 2017 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval, February 28, 2017	11
2. Marketing Committee	
a. Status Report	
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. Contract Status	
2. Draft Scope of Work	25
a. Website Enhancements and Digital Advertising Campaign	
i. Request for Proposals	31
b. Springs and Bicycle Microsite Updates	
c. Blogs	
d. Photography	
i. Draft Photographic Services Contract	
e. Domestic Travel Shows	
i. Bike New York Expo	
ii. Midwest Mountaineering Spring Expo	39
iii. Hershey RV Show	
iv. Tampa Boat Show	40
f. Print and Digital Advertising Campaigns	41
g. eNewsletters	45
h. Brochure Printing and Distribution	
i. Scholarships	61
i. Southeast Tourism Society Marketing College, May 14-19, 2017, Additional Scholarship Request	63
ii. Florida Governor's Conference on Tourism, August 28-30, 2017	64
j. Professional Organization Memberships	

	PAGE NO.
C. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Draft Scope of Work	67
D. VISIT FLORIDA Grants	
1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program	69
a. Travel Show Reports	
i. ITB-Berlin	
ii. Philadelphia Travel & Adventure Show	
iii. Dallas Travel & Adventure Show	
b. Promotional Items	
E. VISIT FLORIDA Monthly Report, Brenna Dacks	
F. Staff Items	
1. Facebook Analytics	71
2. Website Analytics	75
2. Status of Visit Florida Funding	
3. Status of Senate Bill 936 and House Bill 1415	
4. Selection of Travel Shows for 2017-18 Travel Show Season	107
5. North Central Florida Regional Planning Council Staffing Costs	113
G. Other Old Business	
1. Updated Task Force Member Contact Information	119
2. 2017 Meeting Dates and Locations	123
a. May 2017 Meeting Date	
V. Leadership Forum: The Honorable Betsy Barfield, Jefferson County Commissioner	
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., May 18, 2017 at a location to be determined in Levy County.