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)
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the March 16, 2017 Meeting Minutes

IV. Old Business
   A. Committee Reports
      1. Finance Committee
      2. Marketing Committee
         a. Status Report
   B. Fiscal Year 2016-17 Regional Rural Development Grant
      1. Contract Status
      2. Draft Scope of Work
         a. Website Enhancements and Digital Advertising Campaign
            i. Request for Proposals
         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
            iii. Hershey RV Show
            iv. Tampa Boat Show
         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, Additional Scholarship Request
            ii. Florida Governor’s Conference on Tourism, August 28-30, 2017
         j. Professional Organization Memberships
C. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Draft Scope of Work

D. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17
      Rural Area of Opportunity Partnership Program
      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
   2. Website Analytics
   3. Status of Visit Florida Funding
   4. Status of Senate Bill 936 and House Bill 1415
   5. Selection of Travel Shows for 2017-18 Travel Show Season
   6. North Central Florida Regional Planning Council Staffing Costs

G. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 2017 Meeting Dates and Locations
      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.