

Opry Hall, Yogi Bear's Jellystone Park of Madison
Madison, FL
Madison County

March 16, 2017
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Jennifer Hand, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer
Diane Bardhi, Wakulla County

OTHERS PRESENT

Brenna Dacks, VISIT FLORIDA
Lois Nevins, By All Means Travel

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Pat Watson, Gilchrist County
Susan Ramsey, Hamilton County
Susie Page, Lafayette County, Vice-Chair
Alvin Jackson, Suwannee County
Teena Peavey, 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 10:03 a.m.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Dave Mecusker moved and Carol McQueen seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE FEBRUARY 16, 2017 MINUTES

Chair Taylor asked for approval of the February 16, 2017 meeting minutes.

ACTION: Paula Vann moved and Sandy Beach seconded to approve the February 16, 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, January 30, 2017

Mr. Mecusker presented the January 30, 2017 monthly financial report.

The Task Force requested additional information regarding Task Force check number 1131. Mr. Dopp stated he would provide the requested information at the next Task Force meeting.

The Task Force requested an overview of administration costs and Regional Planning Council charges made to the Task Force to be presented at the April Task Force meeting.

ACTION: Will Sexton moved and Ms. Beach seconded to accept the January 30, 2017 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 has been reimbursed for its second and third quarter reimbursement submittals and has submitted its fourth quarter reimbursement request to the Florida Department of Economic Opportunity.

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 received a final contract for signature from the Florida Department of Economic Opportunity.

2. Draft Scope of Work

At the request of Mr. Dopp, the Task Force agreed to address agenda item C.2.i, Scholarships at this time.

i. Scholarships

Mr. Dopp stated that Rod Butler and Phyllis Williams have submitted applications to attend the Southeast Tourism Society Marketing College. However, he noted that the current amount of funds budgeted for Marketing College scholarships have been encumbered for other attendees.

ACTION: **Trent Abbott moved and Katrina Richardson seconded to reduce the Digital Advertising Campaign budget from \$14,000 to \$12000, reduce by two the number of scholarships to the Florida Governor's Conference on Tourism, if necessary, and to use these funds to award scholarships to Mr. Butler and Ms. Williams to attend the Southeast Tourism Society Marketing College. The motion passed unanimously.**

a. Website Enhancements

Task Force members discussed the 2017 Task Force Marketing Project Request for Proposals contained in the meeting packet.

Paula Vann requested the Request for Proposals include language addressing maintenance and website hosting services.

ACTION: **Ms. McQueen moved and Ms. Vann seconded to add language requesting proposers to address maintenance and website hosting services, to publish the request for proposals, as amended, for the website enhancements and to authorize the Task Force Marketing Committee to rank and select the winning proposer. The motion passed unanimously.**

Mr. Dopp stated that the Marketing Committee currently consists of Donna Creamer, who is no longer a Task Force member, Susie Page and Katrina Richardson. He recommended that the Task Force appoint new members to the Committee.

ACTION: **Ms. McQueen moved and Ms. Williams seconded to retain Ms. McQueen on the Marketing Committee, replace Ms. Creamer and Ms. Page with Chair Taylor and Ms. Vann on the Marketing Committee and to appoint Ms. Vann as Committee Chair. The motion passed unanimously.**

b. Springs and Bicycle Microsites

No discussion occurred regarding this agenda item.

c. Blogs

No discussion occurred regarding this agenda item.

d. Photography

Mr. Dopp discussed the draft contract for photographic services with Two Tree, Inc., Tommy Thompson, photographer.

ACTION: Ms. McQueen moved and Mr. Mecusker seconded to authorize staff to execute the contract as submitted with Two Tree, Inc., Tommy Thompson, photographer. The motion passed unanimously.

e. Domestic Travel Shows

Mr. Dopp stated that he had registered the Task Force for the Midwest Mountaineering Spring Expo.

ACTION: Ms. McQueen moved and Mr. Mecusker seconded to authorize Tommy Thompson and Russ McCallister to staff the Midwest Mountaineering Spring Expo on behalf of the Task Force. The motion passed unanimously.

f. Print and Digital Advertising Campaigns

No discussion occurred regarding this agenda item.

g. eNewsletters

Mr. Dopp stated that the Spring newsletter will be distributed shortly.

h. Brochure Printing and Distribution

Mr. Dopp asked if Baker County and Putnam County should be included in the new Task Force brochure.

The Task Force agreed by consensus to not include Baker County and Putnam County in the new Task Force brochure.

ACTION: Ms. McQueen moved and Ms. Richardson seconded to authorize the Task Force to hire JS Design Studios to design the new Task Force brochure. The motion passed unanimously.

j. Professional Organization Memberships

No discussion occurred regarding this agenda item.

D. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

Task Force members discussed the draft scope of work.

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

Mr. Dopp reported on the Telegraph Outdoor Adventure and Travel Show on behalf of Tommy Thompson.

ii. Chicago RV and Camping Show

Mr. Dopp reported on the Chicago RV and Camping Show on behalf of Roland Loog.

iii. Toronto Outdoor Adventure Show

Ms. Richardson reported on the Toronto Outdoor Adventure Show.

iv. ITB - Berlin

No report was presented on ITB - Berlin.

v. Canoecopia

Mr. Dopp reported on Canoecopia on behalf of Tommy Thompson.

b. Travel Show Assignments

No discussion occurred regarding this agenda item.

c. New Brochure

No discussion occurred regarding this agenda item.

d. Promotional Items

No discussion occurred regarding this agenda item.

F. VISIT FLORIDA Monthly Report

Brenna Dacks reported that VISIT FLORIDA has designated the Task Force Rural Area of Opportunity Partnership as a Core Equity Program.

G. Staff Items

1. Website Analytics

Mr. Dopp reported on Google website and Facebook analytics for the month of February 2017.

2. Travel Show Reimbursement for Tips

Mr. Dopp discussed the Florida Department of Financial Services travel policy for tips.

3. Florida Tourism Day, March 14, 2017

Ms. McQueen reported on Florida Tourism Day.

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.

V. LEADERSHIP FORUM

No Leadership Forum presentation was provided.

VI. 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., April 20, 2017 at a location to be determined in Jefferson County.

The meeting adjourned at 1:01 p.m.


Dawn Taylor, Chair

4/20/17
Date

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