MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **May 25, 2017**. The meeting will be held at **the Island Hotel and Restaurant, 373 2nd Street, Cedar Key, FL**, beginning at **10:15 a.m.**

(Location Map on Back)
Island Hotel and Restaurant  
373 2nd Street, Cedar Key, FL  
Levy County  

May 25, 2017  
10:15 a.m.

I. Call to Order, Introductions
II. Approval of the Agenda  
III. Approval of the April 20, 2017 Meeting Minutes  
IV. Old Business  
A. Committee Reports  
1. Finance Committee  
2. Marketing Committee  
B. Fiscal Year 2016-17 Regional Rural Development Grant  
1. Approval of 1st Quarter Report and Reimbursement Submittal Package  
2. Scope of Work  
a. Website Enhancements and Digital Advertising Campaign  
b. Springs and Bicycle Microsite Updates  
c. Blogs  
d. Photography  
e. Domestic Travel Shows  
i. Bike New York Expo  
ii. Midwest Mountaineering Spring Expo  
iii. Hershey RV Show  
f. Print and Digital Advertising Campaigns  
g. eNewsletters  
h. VisaVues  
i. Brochure Redesign  
j. Brochure Printing and Distribution  
k. Scholarships  
i. Southeast Tourism Society Marketing College, May 14-19, 2017 - Attendees Report  
ii. Florida Governor’s Conference on Tourism, August 28-30, 2017 - Additional Scholarship Request  
l. 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. Promotional Items
      b. Final Report

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items
   1. Status of Visit Florida Funding
   2. Status of Senate Bill 936 and House Bill 1415

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

V. Leadership Forum: To be determined.

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., June 15, 2017 at a location to be determined in Columbia County.