MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on June 15, 2017. The meeting will be held at the Marion Street Deli and Pub, 281 North Marion Avenue, Lake City, FL, beginning at 10:00 a.m.

(Location Map on Back)
Original Florida Tourism Task Force Meeting Agenda

Marion Street Deli and Pub
281 N. Marion Avenue, Lake City, FL
Columbia County

June 15, 2017
10:00 a.m.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the May 25, 2017 Meeting Minutes

IV. Old Business
   A. Committee Reports
      1. Finance Committee
         b. Fiscal Year 2017-18 Cooperative Regional Program Marketing Fees
   B. Fiscal Year 2016-17 Regional Rural Development Grant
      1. 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. Hershey RV Show
         f. Print and Digital Advertising Campaigns
            i. Undiscovered Florida Advertisement - Reader Response Cards
         g. eNewsletters
         h. VisaVues
         i. Brochure Redesign
         j. Brochure Printing and Distribution
         k. Scholarships
            i. Southeast Tourism Society Marketing College, May 14-19, 2017 - Reimbursement Requests
            ii. Florida Governor’s Conference on Tourism, August 28-30, 2017
         l. Professional Organization Memberships
C. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Draft Scope of Work 33

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 35
   2. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18
      Rural Area of Opportunity Partnership Program
      a. Tentative Listing of Travel Shows
      b. Selection of Travel Show Coordinator
      b. Travel Show Assignments (tentative) 47

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items
   1. Status of Visit Florida Funding

G. Other Old Business
   1. Updated Task Force Member Contact Information 55
   2. 2017 Meeting Dates and Locations 59

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., July 20, 2017 at a location to be determined in Gilchrist County.