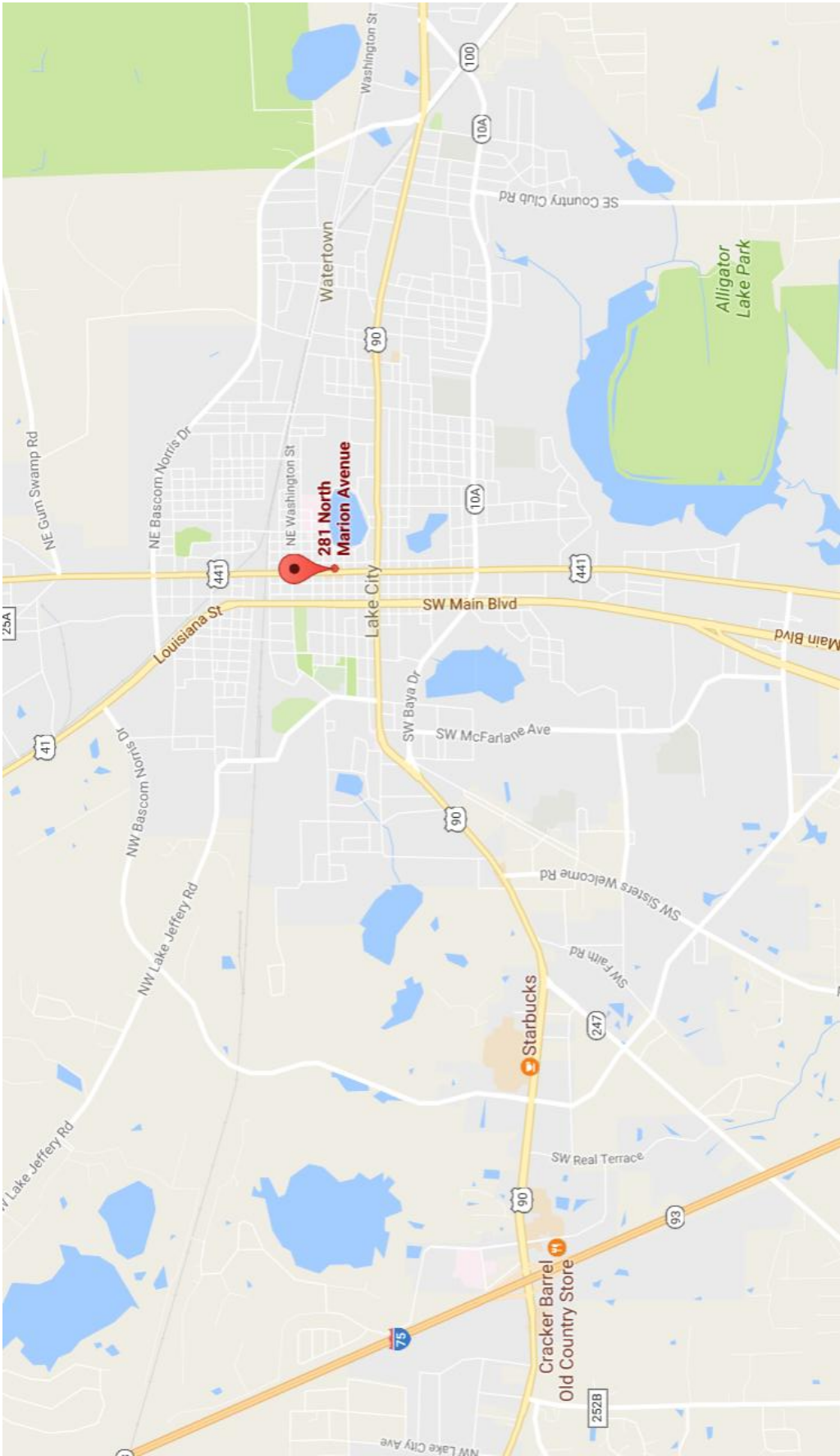


MEETING NOTICE

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)



The 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.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the May 25, 2017 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval, April 30, 2017	11
b. Fiscal Year 2017-18 Cooperative Regional Program Marketing Fees	
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. Scope of Work	23
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	27
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	

PAGE NO.

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.