

Monticello-Jefferson County Chamber of Commerce
Monticello, FL
Jefferson County

April 20, 2017
10:00 a.m.

MEMBERS PRESENT

Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer
Diane Bardhi, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Gerald Lewis, Hamilton County
Tourist Development Council
Lois Nevins, By All Means Travel

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Carol McQueen, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison 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 10:04 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Katrina Richardson moved and Nancy Wideman seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE MARCH 16, 2017 MINUTES

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

ACTION: Ms. Wideman moved and Sandy Beach seconded to approve the March 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, February 28, 2017

Mr. Mecusker presented the February 28, 2017 monthly financial report.

Mr. Dopp stated that Task Force check number 1131 was used to reimburse Scott Koons for a payment he made to the Chicago RV and Camping Show for the rental of two tables and four chairs at the show.

ACTION: Ms. Beach moved and Ms. Wideman seconded to accept the February 28, 2017 monthly financial report. The motion passed unanimously.

2. Marketing Committee Report

Mr. Dopp stated that the Marketing Committee is in the process of scheduling a meeting. He further stated that the Committee will review and rank proposals for the 2017 Marketing Project.

Katrina Richardson stated that she would like to serve on the Marketing Committee.

ACTION: Ms. Wideman moved and Ms. Page seconded to appoint Ms. Richardson to the Marketing Committee. 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 fourth quarter reimbursement submittal by 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 an executed contract signed by both parties for the Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant.

2. Draft Scope of Work

a. Website Enhancements and Digital Advertising Campaign

Mr. Dopp stated that Sparxoo will not be submitting a proposal for the 2017 Marketing Project. He further stated that he had received several inquiries from companies who anticipate submitting proposals.

b. Springs and Bicycle Microsites

No discussion occurred regarding this agenda item.

c. Blogs

Mr. Dopp stated that the Task Force has an executed contract with Two Tree, Inc. (Tommy Thompson) for blogging services.

d. Photography

Mr. Dopp stated that the Task Force has an executed contract with Two Tree, Inc. (Tommy Thompson) for photographic services.

e. Domestic Travel Shows

Mr. Dopp stated that the Task Force has registered for Bike New York Expo, the Midwest Mountaineering Spring Expo and the Hershey Recreational Vehicle Show. He further noted that last year the Task Force also attended the Midwest Mountaineering Winter Expo as well as the Tampa Boat Show. However, available grant funds are insufficient to pay for both the Midwest Mountaineering Winter Expo and the Tampa Boat Show.

The Task Force agreed by consensus to attend the Midwest Mountaineering Winter Expo and not to register for the Tampa Boat Show.

Mr. Dopp requested the Task Force assign representatives to staff the Hershey Recreational Vehicle Show.

The Task Force agreed by consensus for Pat Watson and Donna Creamer to staff the Hershey Recreational Vehicle Show.

f. Print and Digital Advertising Campaigns

Mr. Dopp stated that he was contacted by National Geographic Traveller, United Kingdom regarding a co-op advertising opportunity for their June 2017 edition. He noted that Columbia County, Gilchrist County and Levy County agreed to participate. He further stated that a copy of the advertisement is included in the meeting packet.

Mr. Dopp stated that the Task Force in the future may wish to allocate a portion of the Regional Rural Development Grant for such opportunities as they may occur, particularly for print advertisements in countries where the Task Force exhibits at travel shows.

g. eNewsletters

Mr. Dopp stated that the Spring enewsletter was distributed March 16, 2017 and is included in the Task Force meeting packet.

h. Brochure Printing and Distribution

Mr. Dopp stated that he had a quote of \$215 from ES Design Studio for updating the Task Force brochure and would be in touch with ES Design studio to begin the update process.

i. Scholarships

i. Southeast Tourism Society Marketing College, May 14 - 17, 2017, Additional Scholarship Request

Mr. Dopp stated that he had received an additional scholarship request for Cassandra Key of the Levy County Visitors Bureau. He stated that Pat Watson is unable to attend and that the Task Force could assign Ms. Watson's scholarship to Ms. Key.

The Task Force agreed by consensus to assign Ms. Watson's scholarship to Ms. Key.

Mr. Dopp requested that individuals contact him if they desire to be alternates to attend Marketing College.

ii. Florida Governor's Conference on Tourism, August 28-30, 2017

Mr. Dopp requested the Task Force award a scholarship to him to attend the Florida Governor's Conference.

ACTION: Susan Ramsey moved and Mr. Mecusker seconded to award a scholarship to Mr. Dopp to attend the 2017 Florida Governor's Conference on Tourism. The motion passed unanimously.

The Task Force members agreed by consensus to authorize Mr. Dopp to apply for a Flagler Award for the Task Force bicycle guide project.

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 agreed by consensus to reduce funding from \$15,000 to \$13,000 for the Ultimate Paddling Guide Microsite, to delete \$5,100 for the VisaVues subscription, to reduce funding from \$4,100 to \$2,750 for the revision and printing of the Ultimate Bicycle Guide, to reduce funding from \$5,000 to \$3,450 for the revision and printing of the Ultimate Springs Guide and to allocate \$10,000 for Co-operative Print Advertising Opportunities.

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. Internationale Tourismus Börse-Berlin

Ms. Creamer reported on Internationale Tourismus Börse-Berlin.

ii. Philadelphia Travel and Adventure Show

Chair Taylor reported on the Philadelphia Travel and Adventure Show.

iii. Dallas Travel and Adventure Show

Ms. Creamer reported on the Dallas Travel and Adventure Show.

b. Promotional Items

Task Force members agreed by consensus to ask their paddling guides and outfitters to allow the Task Force to create and distribute a limited number of 20 percent discount cards for their services during the travel show season next year.

The Task Force agreed by consensus to purchase whistles, t-shirts and business cards instead of eyeglass straps for the travel show season next year. The Task Force also agreed to acquire cloth banners and posters to supplement its popup displays the travel show season next year.

F. VISIT FLORIDA Monthly Report

Mr. Dopp distributed the VISIT FLORIDA monthly report prepared by Brenna Dacks.

G. Staff Items

1. Facebook Analytics

Mr. Dopp reported on Facebook analytics for the month of March 2017.

2. Website Analytics

Mr. Dopp reported on Google analytics for the month of March 2017.

3. Status of VISIT FLORIDA Funding

Task Force members discussed the status of VISIT FLORIDA funding.

4. Status of Senate Bill 936 and House Bill 1415

Mr. Dopp discussed the status of Senate Bill 936 and its companion House Bill 1415.

5. Selection of Travel Shows for 2017-18 Travel Show Season

The Task Force agreed by consensus to replace the Atlanta Boat Show with one of the travel shows currently funded through the Florida Department of Economic Opportunity Regional Rural Development Grant. The Task Force further agreed by consensus that if the number of travel shows must be reduced in the VISIT FLORIDA Rural Area of Opportunity Partnership program next year, that the Dallas and Washington D.C. Travel and Adventure Shows could be eliminated.

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

The Task Force agreed by consensus to change the May meeting date to May 25, 2017.

V. LEADERSHIP FORUM

The Honorable Betsy Barfield, Jefferson County Commissioner, discussed tourism activities in Jefferson County.

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., May 25, 2017 at a location to be determined in Levy County.

The meeting adjourned at 1:00 p.m.


Dawn Taylor, Chair

5/25/17
Date

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