

MINUTES OF
The Original Florida
TOURISM TASK FORCE

The Island Hotel and Restaurant
373 2nd Street, Cedar Key, FL
Levy County

May 25, 2017
10:00 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County
Pat Watson, Gilchrist County
Katrina Richardson, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Brack Barker, Levy County
Wild Florida Adventure
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

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
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Treasurer Dave Mecusker called the meeting came to order at 10:18 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Steven Dopp requested approval of the meeting agenda.

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

III. APPROVAL OF THE April 20, 2017 MINUTES

Mr. Mecusker asked for approval of the April 20, 2017 meeting minutes.

ACTION: Ms. Richardson moved and Pat Watson seconded to approve the April 20, 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, March 31, 2017

Mr. Mecusker presented the March 31, 2017 monthly financial report.

Mr. Dopp stated that the Task Force has been reimbursed for the fourth quarter of the Florida Department of Economic Opportunity Regional Grant.

ACTION: Sandy Beach moved and Paula Vann seconded to accept the March 31, 2017 monthly financial report. The motion passed unanimously.

2. Marketing Committee Report

Ms. Richardson reported that the Marketing Committee had ranked the proposals for the 2017 Marketing Project. She noted that the Committee ranked Jumpem LLC as the highest ranked proposal. She further noted that the proposal from HPC was the second-highest ranked proposal and that proposal from Advance 360 was the third-highest ranking proposal. She noted that the Committee decided to forego oral presentations from the top three proposals and to offer a contract to the highest-ranking proposer and, should the Task Force be unable to enter into a contract with Jumpem LLC, to then offer a contract to the second-highest ranking proposer and if unable to enter into a contract with the second-highest ranking proposer, to offer a contract to the third-highest ranking proposer.

ACTION: Ms. Richardson moved and Ms. Vann seconded to authorize the Chair to sign a contract with the highest ranked proposer, Jumpem LLC, or the second highest proposer, HCP, if the Task Force is unable to negotiate and enter into a contract with the highest proposer, or the third highest proposer, Advanced 360 if the Task Force is unable to negotiate and enter into a contract with the highest or second highest proposer for the 2017 Marketing Project. The motion passed unanimously.

B. Fiscal Year 2016-17 Regional Rural Development Grant

1. Approval of 1st Quarter Report and Reimbursement Submittal Package

Mr. Dopp reported that the Fiscal Year 2016-17 Regional Rural Development Grant contract with the Florida Department of Economic Opportunity requires the Task Force to formally approve quarterly reports and reimbursement submittal packages.

Mr. Dopp discussed the first quarterly report and reimbursement request which was included in the Task Force meeting packet.

ACTION: Ms. Watson moved and Ms. Richardson seconded to approve the 1st Quarter Report and reimbursement submittal package for the Fiscal Year 2016-17 Regional Rural Development Grant with the Florida Department of Economic Opportunity. The motion passed unanimously.

Chair Dawn Taylor joined the meeting at this time

2. Scope of Work

a. Website Enhancements and Digital Advertising Campaign

No discussion occurred regarding this agenda item.

b. Springs and Bicycle Microsite Updates

No discussion occurred regarding this agenda item.

c. Blogs

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

d. Photography

Mr. Dopp stated that the Task Force has entered into a contract with Two Tree, Inc. (Tommy Thompson) for photography services.

e. Domestic Travel Shows

i. Bike Expo New York

Ms. Vann reported on Bike Expo New York.

ii. Midwest Mountaineering Spring Expo

Tommy Thompson reported on the Midwest Mountaineering Spring Expo.

iii. Hershey RV Show

Chair Taylor discussed the Hershey RV Show.

f. Print and Digital Advertising Campaigns

No discussion occurred regarding this agenda item.

g. eNewsletter

Mr. Dopp reported that the summer newsletter will be distributed in June 2017.

h. Visa Vues

Mr. Dopp reported that the Task Force has received the first quarter Visa Vues report.

i. Brochure Redesign

No discussion occurred regarding this agenda item.

j. Brochure Printing and Distribution

Mr. Dopp reported on the status of the new brochure design.

k. Scholarships

- i. Southeast Tourism Society Marketing College, May 14-19, 2017 - Attendees Report

Chair Taylor reported on the Southeast Tourism Society Marketing College.

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

The Task Force did not award any additional scholarships for the Florida Governor's Conference on Tourism.

l. Professional Organization Memberships

No discussion occurred regarding this agenda item.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

Mr. Dopp recommended that the Task Force change a line item in the draft Scope of Work from the Ultimate Paddling Guide Microsite to an Online Reservation System.

The Task Force agreed by consensus to change the line item from the Ultimate Paddling Guide Microsite to an Online Reservation System.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17

Rural Area of Opportunity Partnership Program

a. Promotional Items

By consensus, the Task Force agreed to cancel an order with Marketing Mud for self-Adhesive removable logo tags.

b. Final Report

Mr. Dopp stated that he is preparing the final report and reimbursement package the Fiscal Year 2016-17 VISIT FLORIDA Rural Area of Opportunity Partnership.

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items

1. Status Visit Florida Funding

Task Force members discussed the status of VISIT FLORIDA funding.

2. Status of Senate Bill 936 and House Bill 1415

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

G. Other Old Business

1. Updated Task Force Member Contact Information

No changes were requested to be made to Task Force members contact information.

2. 2017 Meeting Dates and Locations

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

V. Leadership Forum

Ms. McQueen gave a presentation on the recently-completed coastal county Shellfish Trail.

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., June 15, 2017 at the Marian Street Deli and Pub in Lake City, Florida.

The meeting adjourned at 12:26 p.m.


Dawn Taylor, Chair

6/15/17
Date

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