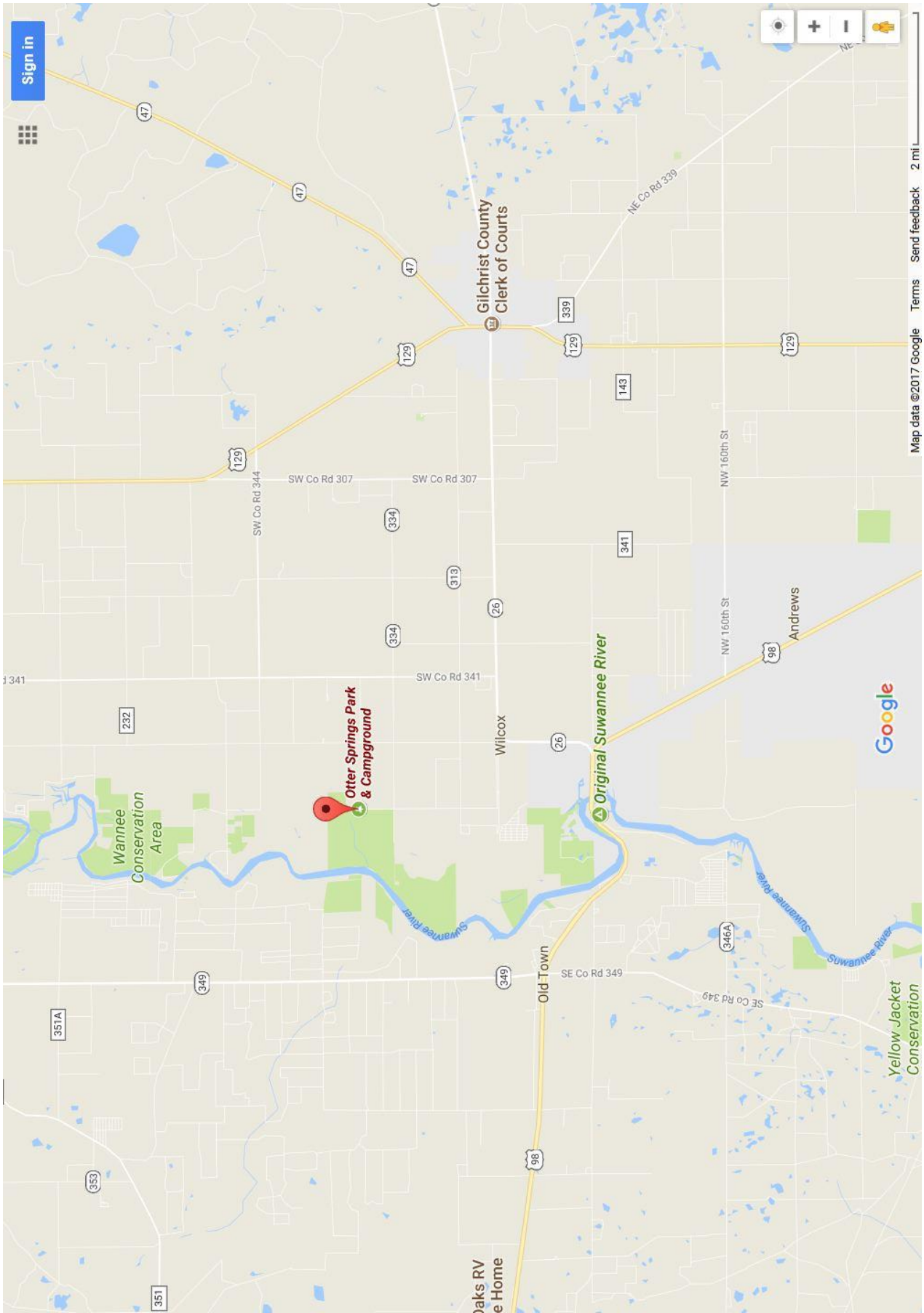


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **July 20, 2017**. The meeting will be held at the **Otter Springs Park and Campground, 6470 SW 80th Avenue, Trenton, FL**, beginning at **10:00 a.m.**

(Location Map on Back)



*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda



**Otter Springs Park and Campground**  
**6470 SW 80th Avenue, Trenton, FL**  
**Gilchrist County**

**July 20, 2017**  
**10:00 a.m.**

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II. Approval of the Agenda	3
III. Approval of the June 15, 2017 Meeting Minutes	5
IV. Old Business	
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a. Monthly Financial Report Review and Approval, May 31, 2017	11
b. Adoption of Revised 2016-17 Budget	23
B. Fiscal Year 2016-17 Regional Rural Development Grant	
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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	
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2.	Authorization for Request for Proposals - 2018 Digital Advertising Campaign	
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1.	VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program	
2.	VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program	
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E.	VISIT FLORIDA Monthly Report, Brenna Dacks	
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V.	Leadership Forum: Craig Sheriff, Florida Xtreme Adventures, Sea to Sea Adventure Race - March 2018	
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., August 17, 2017 at a location to be determined in Hamilton County.