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

July 20, 2017  
10:00 a.m.

I. Call to Order, Introductions
II. Approval of the Agenda
III. Approval of the June 15, 2017 Meeting Minutes
IV. Old Business
   A. Committee Reports
      1. Finance Committee
         b. Adoption of Revised 2016-17 Budget
   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

D. VISIT FLORIDA Grants
   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
      a. Tentative Travel Shows and Travel Show Assignments

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items
   1. Status of Visit Florida Funding
   2. Status of Dixie County Representatives to The Original Florida Tourism Task Force
   3. House Bill 1A and its Impact on The Original Florida Tourism Task Force
      a. Per Diem Rates
   3. Task Force Voting Representation
   4. Flagler Award

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

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.