

Marion Street Deli and Pub  
Lake City, FL  
Columbia County

June 15, 2017  
10:00 a.m.

MEMBERS PRESENT

Rod Butler, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Pat Watson, Gilchrist County  
Susan Ramsey, Hamilton County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Carol McQueen, Levy County  
Alvin Jackson, Suwannee County  
Teena Peavey, 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  
Brenna Dacks, VISIT FLORIDA  
Cody Gray, Columbia County Tourist  
Development Council  
Roland Loog  
Michelle Moore, Columbia County Tourist  
Development Council  
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  
Martin Pierce, Dixie County  
Susie Page, Lafayette County, Vice-Chair  
Jennifer Hand, Hamilton County  
Trent Abbott, Madison County  
Phyllis Williams, Madison County  
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Treasurer Dave Mecusker called the meeting to order at 10:05 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Treasurer Mecusker requested approval of the meeting agenda.

**ACTION:** Carol McQueen moved and Nancy Wideman seconded to add an item addressing the transfer of restricted funds for the printing of the Suwannee River Wilderness Trail Paddling Guide to unrestricted funds as item IV.A.1.c. and to approve the agenda as amended. The motion passed unanimously.

### III. APPROVAL OF THE MAY 25, 2017 MINUTES

Mr. Mecusker asked for approval of the May 25, 2017 meeting minutes.

**ACTION: Ms. Wideman moved and Sandy Beach seconded to approve the May 25, 2017 meeting minutes as circulated. The motion passed unanimously.**

Chair Dawn Taylor joins the meeting.

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Financial Committee Report

###### a. Monthly Financial Report Review and Approval, April 30, 2017

Mr. Mecusker presented the April 30, 2017 monthly financial report.

**ACTION: Ms. Beach moved and Ms. Wideman seconded to accept the April 30, 2017 monthly financial report. The motion passed unanimously.**

###### b. Fiscal Year 2017-18 Cooperative Regional Program Marketing Fees

Mr. Dopp stated that letters notifying Task Force members of the amounts of the Fiscal Year 2017-18 Cooperative Regional Program Marketing Fees had been distributed to Task Force member counties.

###### c. Transfer of Restricted Funds

**ACTION: Ms. Wideman moved and Paula Vann seconded to transfer all remaining funds from the Suwannee River Wilderness Paddling Guide restricted fund balance to unrestricted fund balance. The motion passed unanimously.**

##### 2. Marketing Committee Report

#### B. Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant

##### 1. Scope of Work

###### a. Website Enhancements and Digital Advertising Campaign

Mr. Dopp stated that he had met with representatives of Jumpem, LLC, and is in the process of preparing a contract between Jumpem and the Task Force for website enhancements and the digital advertising campaign.

###### b. Springs and Bicycle Microsites

No discussion occurred regarding this agenda item.

c. Blogs

Mr. Dopp stated that Tommy Thompson is writing blogs under the new blogging contract.

d. Photography

No discussion occurred regarding this agenda item.

e. Domestic Travel Shows

i. Hershey RV Show

Mr. Dopp reported that the Task Force is registered to attend the 2017 Hershey RV Show.

f. Print and Digital Advertising Campaigns

Mr. Dopp stated that he had recently emailed to Task Force member leads from the UnDiscovered Florida advertisement.

g. eNewsletters

Mr. Dopp stated that the Summer enewsletter was distributed June 1, 2017 and is included in the Task Force meeting packet.

h. VisaVue

Mr. Dopp reported on the VisaVue information for calendar year 2016.

i. Scholarships

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

No discussion occurred regarding this agenda item.

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

Mr. Dopp stated that he had submitted the Ultimate Bicycle Guide microsite and printed bicycle guide for a Flagler Award.

j. Professional Organization Memberships

No discussion occurred regarding this agenda item.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

No changes were made to the Fiscal Year 2017-18 Regional Rural Development Grant draft scope of work.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17  
Rural Area of Opportunity Partnership Program

a. Promotional Items

Mr. Dopp reported that he had cancelled the order with Marketing Mud for self-adhesive removable logo patches.

b. Final Report

Mr. Dopp stated that he anticipates submitting the final report and reimbursement package for the VISIT FLORIDA Rural Area of Opportunity Partnership by the end of June 2017.

2. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18  
Rural Area of Opportunity Partnership Program

a. Tentative Listing of Travel Shows

Mr. Dopp presented the tentative listing of travel shows for the 2017-18 travel show season. The Committee agreed by consensus to select Vakantiebeurs in Utrecht, Netherlands as the replacement show for London World Travel Market. The Task Force also agreed by consensus to add the Boston Globe Travel show to the schedule and to use 2017-18 Regional Rural Development Grant funds for the Boston Globe Travel Show.

b. Selection of Travel Show Coordinator

**ACTION:** Ms. Richardson moved and Mr. Mecusker seconded to retain Donna Creamer as the Fiscal Year 2017-18 VISIT FLORIDA - The Original Florida Tourism Task Force Travel Show Coordinator and authorize the Executive Director to enter into a Travel Show Coordinator contract with Ms. Creamer for up to \$14,300 for the performance of Travel Show Coordinator duties. The motion carried unanimously.

c. Travel Show Assignments (Tentative)

The Task Force agreed by consensus to the following travel show assignments.

The Original Florida Tourism Task Force  
Travel Shows and Show Assignments, 2017-18 Travel Show Season  
June 15, 2017

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	Hershey RV Show	Donna Creamer	Pat Watson	Carol McQueen	September 11, 2017	September 12, 2017	September 13 - 17, 2017	September 18, 2017
2	Vakantiebeurs, Utrecht, Netherlands	Dave Mecusker	Sandy Beach	Cody Gray	January 7, 2018	January 7, 2018	January 11 - 15, 2018	January 16, 2018
3	Washington DC Travel and Adventure Show	TSC	Alvin Jackson	Carol McQueen	January 18, 2018	January 19, 2018	January 20 - 21, 2018	January 22, 2018
4	Atlanta Camping & RV Show	Roland Loog	Diane Barzani	Teena Peavey	January 24, 2018	January 25, 2018	January 26 - 28, 2018	January 29, 2018
5	New York Times Travel Show	TSC	Dawn Taylor	Roland Loog	February 7, 2018	February 8, 2018	February 19 - 21, 2018	February 22, 2018
6	Boston Globe Travel Show	Dave Mecusker	Lois Nevins	Dave Mecusker	February 8, 2018	February 9, 2018	February 10 - 11, 2018	February 12, 2018
7	Chicago Travel and Adventure Show	TSC	Teena Peavey	Carol McQueen	February 13, 2018	February 14, 2018	February 15 - 18, 2018	February 19, 2018
8	Chicago RV and Camping Show	Alvin Jackson	Roland Loog	Pat Watson	February 20, 2018	February 21, 2018	February 23 - 25, 2018	February 26, 2018
9	London Telegraph Bike and Travel Show	Roland Loog	Allison Gill	Carol McQueen	February 21, 2018	February 22, 2018	February 23 - 25, 2018	February 26, 2018
10	Toronto Outdoor Adventure Show	Teena Peavey	Pat Watson	Roland Loog	March 4, 2018	March 4, 2018	March 7 - 11, 2018	March 12, 2018
11	ITB-Berlin	TSC	Katrina Richardson	Dawn Taylor	March 7, 2018	March 8, 2018	March 9 - 11, 2018	March 12, 2018
12	Canoeopia	Tommy Thompson	Russ McCallister	Roland Loog	March 8, 2018	March 9, 2018	March 10 - 11, 2018	March 12, 2018
13	Philadelphia Travel & Adventure Show	Dawn Taylor	Diane Barzani	Tommy Thompson	April 25, 2018	April 26, 2018	April 27 - 29, 2018?	May 6, 2018
14	Midwest Mountaineering Spring Expo	TSC	Cody Gray	Katrina Richardson	May 2, 2018	May 3, 2018	May 4 - 5, 2018?	May 6, 2018
15	Bike Expo New York	TSC	Paula Yann					

*Cancelled shows are shows funded by the Task Force Regional Rural Development Grant.*

E. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Status of VISIT FLORIDA Funding

Committee members discussed the status of VISIT FLORIDA funding.

G. 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

No changes were requested.

V. LEADERSHIP FORUM

Steven Dopp presented a summary report on the 2016-17 Task Force travel show season.

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., July 20, 2017 at a location to be determined in Gilchrist County.

**The meeting adjourned at 1:05 p.m.**

  
Dawn Taylor, Chair

7/20/17  
Date

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