MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **August 17, 2017**. The meeting will be held at the Steinhatchee Landing Conference Center at Steinhatchee Landing, 228 State Road 51 North, Steinhatchee, FL, beginning at **10:00 a.m.**

(Location Map on Back)
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the July 20, 2017 Meeting Minutes

IV. Old Business
   A. Committee Reports
      1. Finance Committee
            i. May 31, 2017 13
            ii. June 30, 2017 25
         b. Adoption of Proposed 2017-18 Budget 39
      B. Fiscal Year 2016-17 Regional Rural Development Grant
         1. Approval of 2nd Quarter Report and Reimbursement Submittal Package 41
         2. Scope of Work
            a. Website Enhancements and Digital Advertising Campaign
               i. Identification of Metropolitan Areas for 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
                  i. Selection of Cover for Regional Brochure 63
                  ii. Regional Brochure Printer Bid Award 67
               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
   2. Authorization for Request for Proposals -
      a. 2018 Digital Advertising Campaign
      b. Website Psuedo-Reservation System

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 Dixie County Representatives to The Original Florida
      Tourism Task Force
   2. House Bill 1A and its Impact on The Original Florida Tourism
      Task Force
   4. Minimum Reserve Policy
   3. Florida Outdoor Writers Association 2016 Excellence in Craft Award

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

V. Leadership Forum: To be determined

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., September 21, 2017 at a location to be determined.