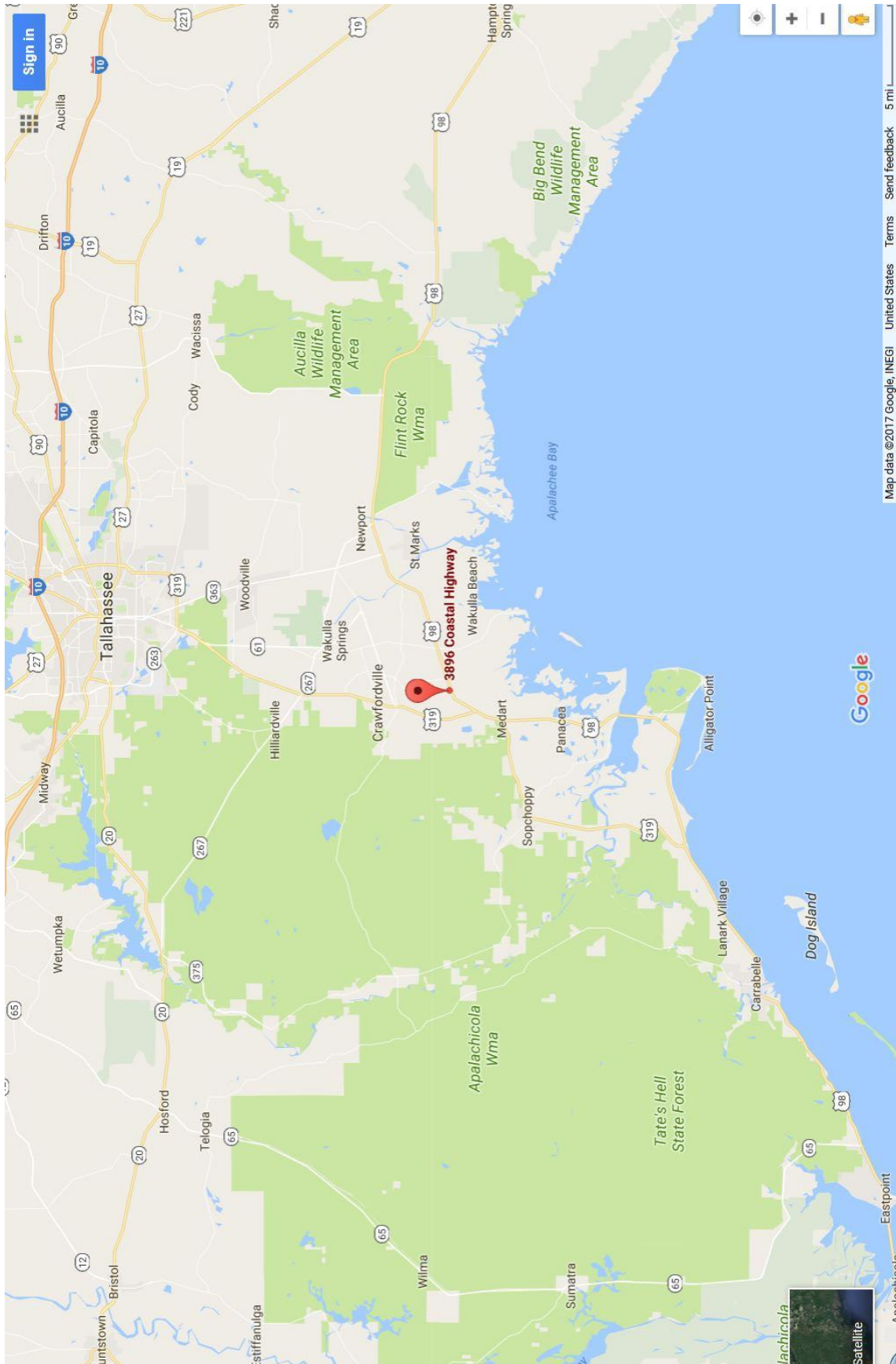
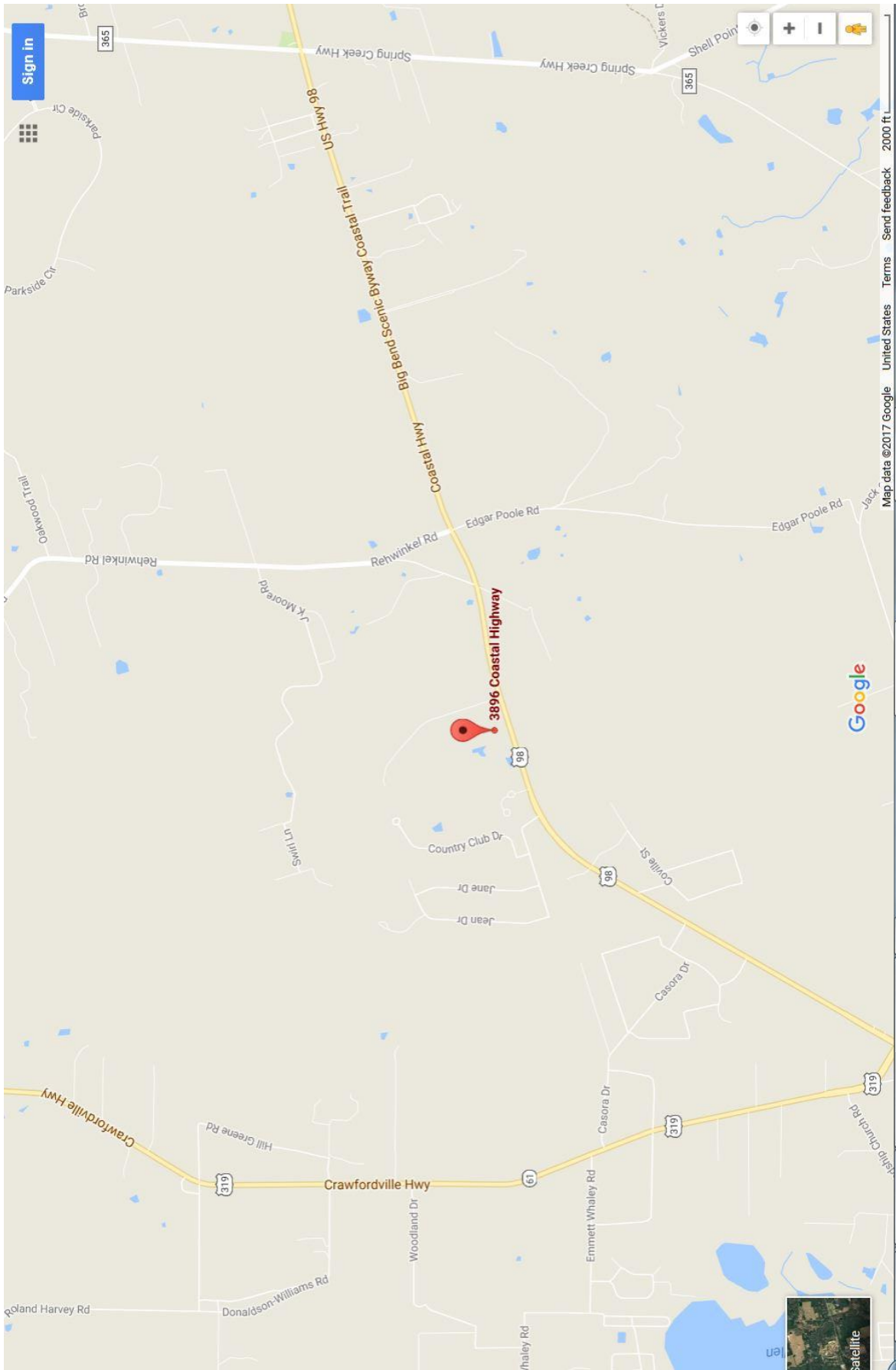


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **September 21, 2017**. The meeting will be held at the **Magnuson Hotel, 3896 Coastal Highway, Crawfordville, FL**, beginning at **10:00 a.m.**

(Location Map on Back)





The Original Florida
TOURISM TASK FORCE
Meeting Agenda



Magnuson Hotel
3896 Coastal Highway
Crawfordville, FL
Wakulla County

September 21, 2017
10:00 a.m.

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I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the August 17, 2017 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval	
i. May 31, 2017	13
ii. July 31, 2017	25
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. Scope of Work	59
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	
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	

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C. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Draft Scope of Work	69
2. 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	71
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	
3. Minimum Reserve Policy	
G. Other Old Business	
1. Updated Task Force Member Contact Information	75
2. 2017 Meeting Dates and Locations	79
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., October 19, 2017 at VISIT FLORIDA headquarters in Tallahassee.