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)
Magnuson Hotel  
3896 Coastal Highway  
Crawfordville, FL  
Wakulla County  

September 21, 2017  
10:00 a.m.  

I. Call to Order, Introductions  
II. Approval of the Agenda  
III. Approval of the August 17, 2017 Meeting Minutes  
IV. Old Business  
   A. Committee Reports  
      1. Finance Committee  
            i. May 31, 2017  
            ii. July 31, 2017  
   B. Fiscal Year 2016-17 Regional Rural Development Grant  
      1. 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  
         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. Request for Proposals -
      a. 2018 Digital Advertising Campaign
      b. Website Pseudo-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
   3. Minimum Reserve Policy

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., October 19, 2017 at VISIT FLORIDA headquarters in Tallahassee.