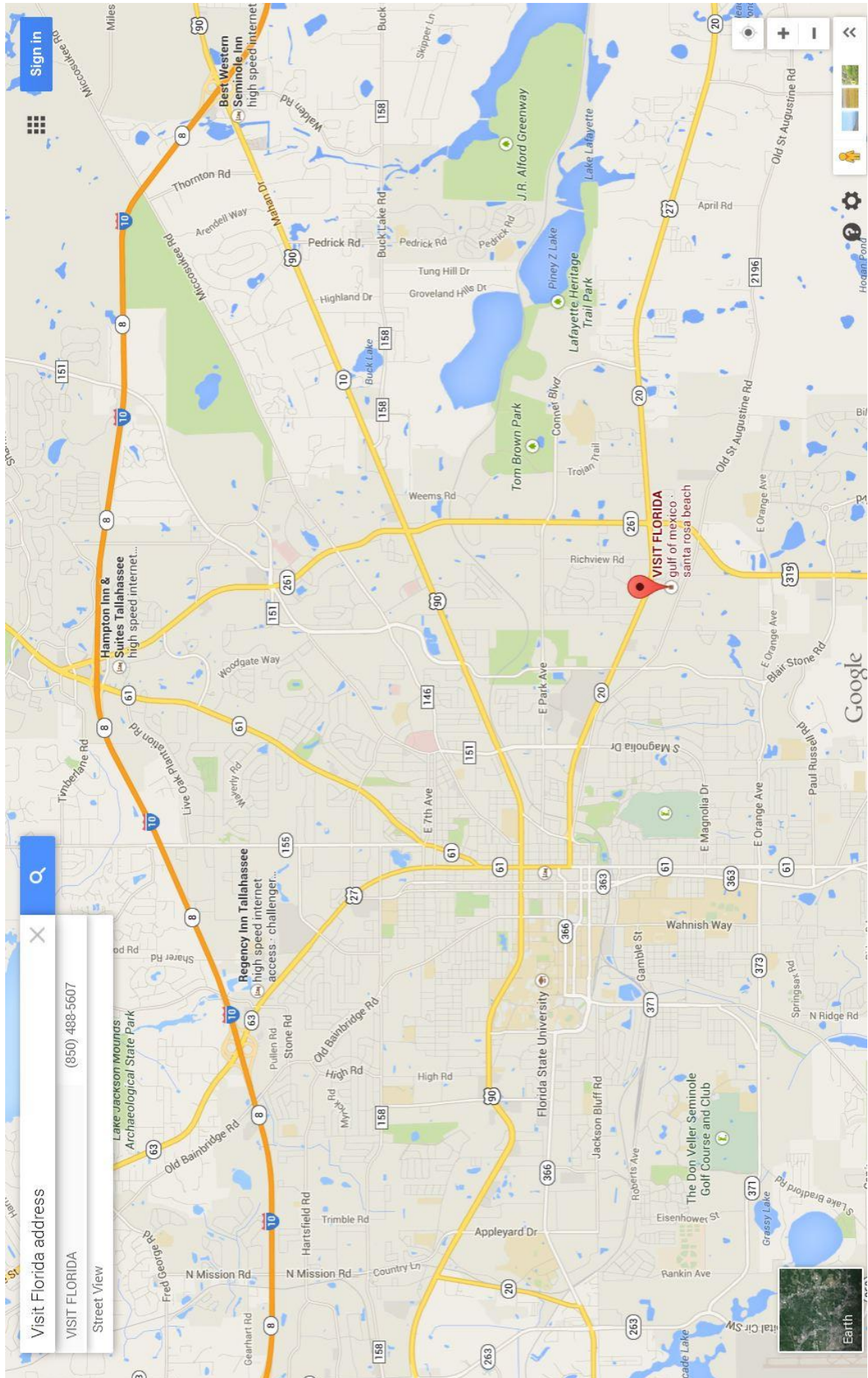
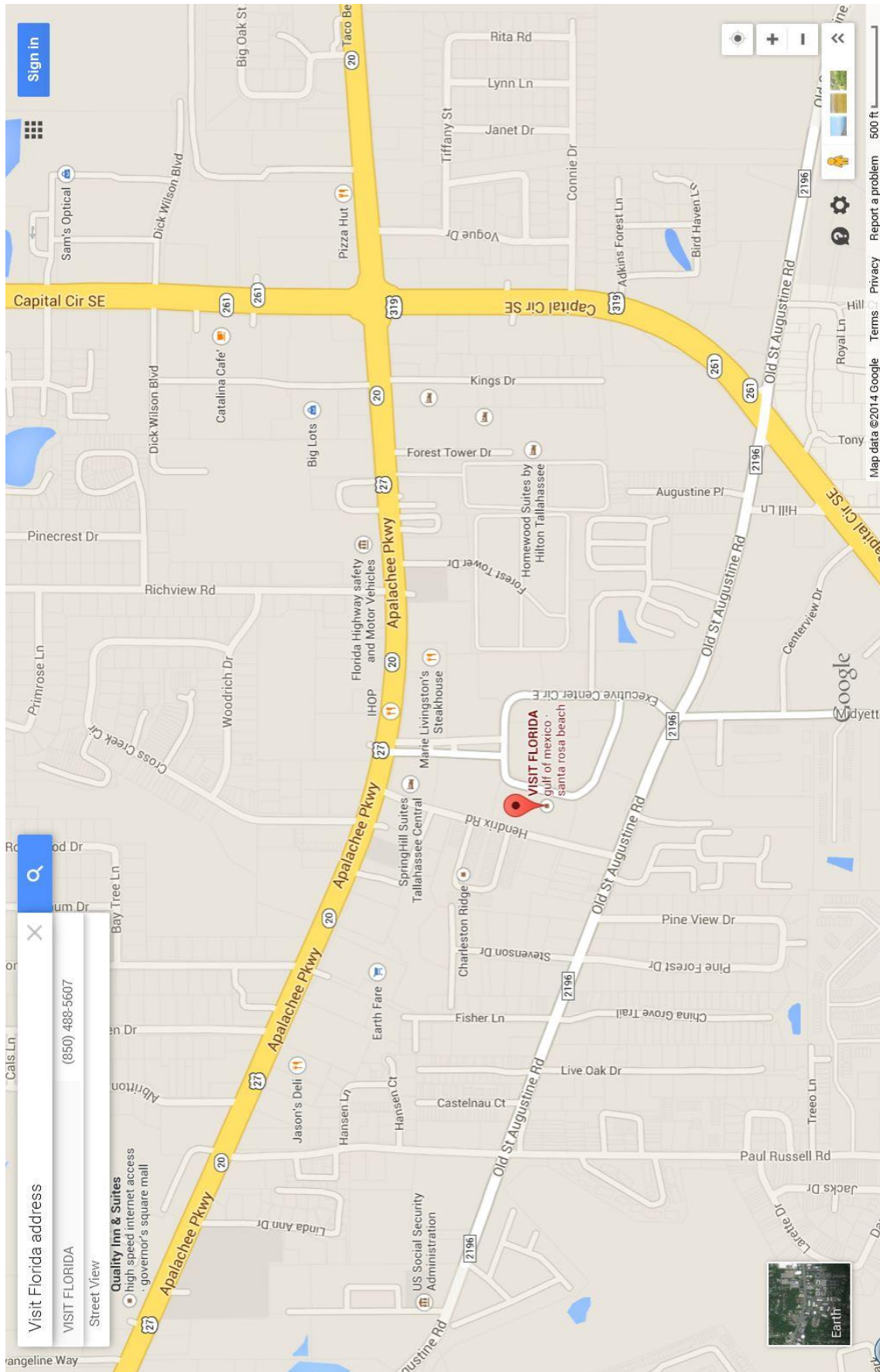


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **October 19, 2017**. The meeting will be held in the **Multi-Purpose Room** at **VISIT FLORIDA, 2540 Executive Circle West, Suite 200, Tallahassee, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)





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*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
**NORTH FLORIDA**

**VISIT FLORIDA**

**2540 Executive Center Circle West, Suite 200, Tallahassee, FL  
Leon County**

**October 19, 2017  
Thursday 10:00 a.m.**

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| VI. Adjournment   |                 |

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., November 16, 2017 at a location to be determined in Taylor County.

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*Visit Natural*  
NORTH FLORIDA

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Magnuson Hotel  
Crawfordville, FL  
Wakulla County

September 21, 2017  
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Paula Vann, Columbia County  
Pat Watson, Gilchrist County  
Susan Ramsey, Hamilton County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Susie Page, Lafayette County, Vice-Chair  
Carol McQueen, Levy County  
Trent Abbott, Madison County  
Phyllis Williams, Madison County  
Alvin Jackson, Suwannee County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer  
Gail Gilman, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Joanne Palmer, Keep Wakulla County Beautiful  
Joanna Price, VISIT FLORIDA  
Roland Loog, Volunteer  
Lois Nevins, By All Means Travel  
Ralph Thomas, Wakulla County Board of  
County Commissioners  
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Julie Waldman, Alachua County  
Daniel Riddick, Bradford County  
Will Sexton, Bradford County  
Rod Butler, Columbia County  
Russ McCallister, Dixie County  
Martin Pierce, Dixie County  
Jennifer Hand, Hamilton County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:12 a.m. and called for introductions.

## II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Steven Dopp requested that the review and approval of the Fiscal Year 2017-18 Travel Show Coordinator contract be added to the agenda.

**ACTION: Katrina Richardson moved and Sandy Beach seconded to amend the agenda to add the review and approval of the Travel Show Coordinator contract as Item IV.A.1.b to the agenda and to approve the agenda as amended. The motion passed unanimously.**

## III. APPROVAL OF THE AUGUST 17, 2017 MINUTES

Chair Taylor asked for approval of the August 17, 2017 meeting minutes.

Mr. Dopp requested that the minutes be amended under V. Leadership Forum to note that no Leadership Forum was held.

**ACTION: Phyllis Williams moved and Ms. Wideman seconded to amend the August 17, 2017 meeting minutes to note that no Leadership Forum was held under V. Leadership Forum, and to approve the minutes as amended. The motion passed unanimously.**

## IV. OLD BUSINESS

### A. Committee Reports

#### 1. Finance Committee Report

##### a. Revised May 31, 2017 Monthly Financial Report

Treasurer Dave Mecusker presented the revised May 31, 2017 monthly financial report.

**ACTION: Nancy Wideman moved and Katrina Richardson seconded to approve the May 31, 2017 monthly financial report as circulated. The motion passed unanimously.**

##### b. July 31, 2017 Monthly Financial Report

Treasurer Mecusker presented the July 31, 2017 monthly financial report. He noted a discrepancy between the Balance Sheet and Cleared Balance on the Reconciliation Summary.

**ACTION: Sandy Beach moved and Ms. Richardson seconded to table the July 31, 2017 monthly financial report until the November 16, 2017 Task Force meeting. The motion passed unanimously.**

- c. Fiscal Year 2017-18 Travel Show Coordinator Contract

Mr. Dopp presented the proposed Fiscal Year 2017-18 Travel Show Coordinator contract.

**ACTION: Pat Watson moved and Ms. Wideman seconded to approve the Fiscal Year 2017-18 Travel Show Coordinator contract as circulated. The motion passed unanimously.**

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

- 1. a. Website Enhancements and Digital Advertising Campaign

Mr. Dopp presented a mock-up of proposed revisions to the Task Force website home page.

Ms. Vann discussed the digital advertising campaign.

- b. Springs and Bicycle Microsites

Mr. Dopp proposed bicycle web pages for the Suwannee River Greenway and the Suwannee Century bicycle routes. Mr. Dopp also proposed springs web pages for Little River Springs and Wes Skiles Peacock Springs State Park. Mr. Dopp recommended adding these pages to the Task Force website.

**ACTION: Carol McQueen moved and Mr. Mecusker seconded to approve adding the Suwannee River Greenway and the Suwannee Century bicycle routes to the Task Force website bicycle page and adding Little River Springs and the Wes Skiles Peacock Springs State Park springs to the Task Force website springs page as presented by Mr. Dopp. The motion passed unanimously.**

Chair Taylor exited the meeting at this time.

The Task Force agreed by consensus for Mr. Mecusker to serve as acting Chair for the remainder of the meeting.

- c. Blogs

Tommy Thompson, Two Tree, Inc., discussed upcoming blogs to be posted to the website.

- d. Photography

Mr. Thompson, Two Tree, Inc., discussed the photography project.

The Task Force requested Mr. Thompson to provide photo releases for all photographs in which persons are identifiable or are used as models.

e. Domestic Travel Shows

i. Hershey RV Show

Mr. Dopp reported that the Task Force cancelled its exhibition stand at the Hershey RV show due to Hurricane Irma. He stated that the show producers will determine in December 2017 or January 2018 whether to refund the Task Force registration fee.

f. Print and Digital Advertising Campaigns

Mr. Dopp stated that he continues to email leads from the UnDiscovered Florida advertisement to Task Force members.

g. eNewsletters

No discussion occurred regarding this agenda item.

h. VisaVue

No discussion occurred regarding this agenda item.

i. Brochure Redesign

No discussion occurred regarding this agenda item.

j. Regional Brochure Printing and Distribution

Mr. Dopp stated that the Task Force had entered into a contract with Chocklett Press of Roanoke, Virginia, for the printing of the redesigned regional brochure.

k. Scholarships

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

Mr. Dopp stated that the Task Force has distributed reimbursement checks to all scholarship recipients.

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

Mr. Dopp stated that the North Central Florida Regional Planning Council has submitted an invoice to the Task Force for expenses incurred by the Council for Mr. Dopp to attend the Conference.

l. Professional Organization Memberships

No discussion occurred regarding this agenda item.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

Mr. Dopp distributed a revised scope of work for the Fiscal Year 2017-18 Regional Rural Development Grant application. He requested that the Task Force delete Tours for Out of State and Foreign Media, add \$2,500 for printing Plastic Trade Show Bags, increase the Digital Advertising Campaign from \$10,000 to \$16,500, and decrease Website Hosting and Maintenance from \$8,000 to \$4,000.

Mr. Dopp stated that he has not yet obtained final estimates for Website Hosting and Maintenance or the Website Reservation System from Jumpem, LLC. He proposed that, should the estimate for the Website Pseudo-Reservation System be greater than \$13,000, that funds be reallocated from the Digital Advertising Campaign to pay for it. Similarly, with regards to hosting, Mr. Dopp stated that, should the estimate for website hosting be greater than \$4,000, that funds be reallocated from the Digital Advertising Campaign to pay for it and, conversely, should the estimate for website hosting be less than \$4,000, that any excess funds be transferred from Website Hosting and Maintenance to the Digital Advertising Campaign.

Mr. Dopp requested that the Task Force authorize the submittal of the 2017-18 Regional Rural Development Grant application and that he be authorized to amend the project list and funding amounts accordingly.

**ACTION: Ms. Richardson moved and Ms. Wideman seconded to authorize the preparation of the Fiscal Year 2017-18 Regional Rural Development Grant application, to authorize Mr. Dopp to amend the list of projects and project costs as he proposed and to submit the application to the Florida Department of Economic Opportunity. The motion passed unanimously.**

D. VISIT FLORIDA Grants

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

Mr. Dopp stated that the Task Force has yet to be reimbursed by VISIT FLORIDA for the 2016-17 travel show season.

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

Mr. Dopp stated that the Task Force had entered into a contract with VISIT FLORIDA for the 2017-18 travel show season. He requested Ms. Price to confirm allowable expenses established by VISIT FLORIDA for hotels and foreign per diem.

a. Tentative Listing of Travel Shows and Travel Show Assignments

Carol McQueen stated that she was resigning from her position as Executive Director of the Levy County Visitors Bureau and is unable to serve as booth staff to the Atlanta Camping and RV Show nor as the Alternate to the Chicago RV and Camping Show the Toronto Outdoor Adventure Show and the F.r.e.e Messe Munich Show.

The Task Force agreed by consensus to replace Ms. McQueen with Ron Gromoll for the Atlanta Camping and RV Show.

The Task Force agreed by consensus to designate Mr. Gromoll as the Alternate for the Chicago RV and Camping Show.

No assignments were made by the Task Force for the Alternate positions for the Toronto Outdoor Adventure Show or the F.r.e.e Messe Munich Show.

Pat Watson stated that she could not serve as the Alternate for the London Telegraph Bike and Travel Show.

The Task Force agreed by consensus to replace Ms. Watson with Mr. Gromoll as the Alternate for the London Telegraph Bike and Adventure Show.

Recognizing that no one was currently assigned as Alternate for the Atlanta Camping and RV Show, the Task Force agreed by consensus to designate Trent Abbott as the Alternate for the show.

Recognizing that no one was currently assigned as Alternate for the Philadelphia Travel and Adventure Show, the Task Force agreed by consensus to designate Mr. Gromoll as the Alternate for the show.

Chair Taylor displayed a 10' x 10' cloth backdrop for display by the Task Force at travel shows.

**ACTION: Ms. Beach moved and Ron Gromoll seconded to purchase a second large cloth backdrop for use at travel shows. The motion passed unanimously.**

Chair Taylor requested the Task Force establish a Committee to update its media kit.

**ACTION: Ms. McQueen moved and Ms. Richardson seconded to establish a Media Kit Committee and to appoint Ms. McQueen, Phyllis Williams, Donna Creamer, Chair Taylor and Susan Ramsey to the Committee. The motion passed unanimously.**

E. VISIT FLORIDA Monthly Report

Joanna Price presented the monthly report from VISIT FLORIDA.

F. Staff Items

1. Status of Dixie County Representatives to The Original Florida Tourism Task Force

Ms. Dopp stated that the Task Force has not received a response from the Dixie County Board of County Commissioners regarding their appointed representatives to the Task Force.

2. House Bill 1A and its Impact on The Original Florida Tourism Task Force

Mr. Loog reported that it is the opinion of the Alachua County Attorney's Office that certain requirements of House Bill 1A do not apply to Alachua County Tourist Development Council members regarding financial disclosure.

3. Minimum Reserve Policy

Mr. Dopp presented a proposed minimum reserve policy to the Task Force for its consideration.

**ACTION: Ms. Vann moved and Pat Watson seconded to amend the proposed Minimum Reserve Policy to read "The Task Force shall build up to and, once reached, retain unrestricted reserves equivalent to a minimum of 50 percent of its adopted budget" and to approve the policy as amended. The motion passed unanimously.**

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

The Task Force agreed by consensus to meet in Taylor County for its regularly-scheduled November 2017 meeting.

V. LEADERSHIP FORUM

Joanne Palmer of Keep Wakulla County Beautiful made a presentation regarding the activities of her organization.

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., October 19, 2017 at VISIT FLORIDA in Leon County.

**The meeting adjourned at 1:28 p.m.**

---

Dawn Taylor, Chair

10/19/17  
Date

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

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*Visit Natural*  
NORTH FLORIDA

**Original Florida Tourism Task Force**  
**Budget FY 2016-17 (10/1/16 to 9/30/17)**

Amended 7/20/2017

| <b><i>Revenues</i></b>                              | <b>Total</b>      |
|---|-------------------|
| <i>Cooperative Regional Marketing Program Fees:</i> |                   |
| Alachua County                                      | \$15,000          |
| Bradford County                                     | \$3,000           |
| Columbia County                                     | \$8,000           |
| Dixie County  | \$2,000           |
| Gilchrist County                                    | \$2,000           |
| Hamilton County                                     | \$1,000           |
| Jefferson County                                    | \$2,000           |
| Lafayette County                                    | \$1,000           |
| Levy County   | \$4,000           |
| Madison County                                      | \$3,000           |
| Suwannee County                                     | \$4,000           |
| Taylor County                                       | \$4,000           |
| Union County  | \$1,000           |
| Wakulla County                                      | \$3,000           |
| <b>Subtotal</b>                                     | <b>\$53,000</b>   |
| <i>Additional Revenue:</i>                          |                   |
| DEO Rural Development Grant, FY 2015-16             | \$51,225          |
| DEO Rural Development Grant, FY 2016-17             | \$150,000         |
| VISIT Florida FY 2016-17 RAO Grant - Cash           | \$132,265         |
| VISIT Florida FY 2016-17 RAO Grant - In-Kind        | \$26,310          |
| Transfer From Reserves                              | \$3,500           |
| <b>Subtotal</b>                                     | <b>\$363,300</b>  |
| <b>TOTAL REVENUES</b>                               | <b>\$416,300</b>  |
| <b>Less In-Kind</b>                                 | <b>(\$26,310)</b> |
| <b>TOTAL REVENUES - CASH</b>                        | <b>\$389,990</b>  |

|  |                  |
|--|------------------|
| <b><i>Expenditures</i></b>   |                  |
| Bank Charges   | \$200            |
| Governor's Conference on Tourism                                   | \$2,000          |
| Internships  | \$5,000          |
| Legal Advertising  | \$300            |
| Legal Expenses   | \$300            |
| (1) Marketing Program for 2016-17                                  | \$300,500        |
| (2) Memberships  | \$1,000          |
| Miscellaneous  | \$2,000          |
| North Central Florida Regional Planning Council - Admin FY 2015-16 | \$5,600          |
| North Central Florida Regional Planning Council - Admin FY 2016-17 | \$68,500         |
| Postage Expenses   | \$300            |
| Service Fee - Visit Florida Travel Show Program                    | \$14,300         |
| Southeast Tourism Society Marketing College                        | \$12,000         |
| Telephone  | \$300            |
| <b>TOTAL EXPENDITURES</b>  | <b>\$412,300</b> |

(1) See Marketing Budget Detail

(2) See Current Memberships Detail

|                                      |                 |
|--------------------------------------|-----------------|
| <b><i>Reserve Funds</i></b>          |                 |
| Restricted Funds Balance             | \$0             |
| Unrestricted Funds Balance, Estimate | \$81,000        |
| <b>TOTAL RESERVE FUNDS</b>           | <b>\$81,000</b> |

**Original Florida Tourism Task Force  
Budget FY 2016-17 (10/1/16 to 9/30/17)**

Amended 7/20/2017

|  | FY 2016-17<br>DEO Grant |                  |              |
|--|-------------------------|------------------|--------------|
|  | Total                   | Eligible Funding | Remainder    |
| <b>Marketing Budget Detail</b>   |                         |                  |              |
| <b>Planning:</b>   |                         |                  |              |
| VisaVues Domestic and International Editions   | \$5,100.00              | \$5,100.00       | \$0.00       |
| <b>Collateral Material:</b>  |                         |                  |              |
| Print 1,000 Copies of Bicycle Guide  | \$6,000.00              | \$3,000.00       | \$3,000.00   |
| Design and Print New Regional Brochure (adds Brad, Col, & Ham Cou                                | \$8,500.00              | \$8,500.00       | \$0.00       |
| Design & Print Specialty Brochures   | \$900.00                | \$900.00         | \$0.00       |
| <b>Website:</b>  |                         |                  |              |
| Revise Homepage  | \$30,000.00             | \$30,000.00      | \$0.00       |
| Ultimate Bicycle Guide Microsite & Downloadable PDF Guide  | \$8,250.00              | \$0.00           | \$8,250.00   |
| Ultimate Bicycle Guide Maintenance and Updates   | \$1,400.00              | \$1,400.00       | \$0.00       |
| Bloggers Fees - Fishing  | \$375.00                | \$0.00           | \$375.00     |
| Ultimate Springs Guide Microsite & Downloadable PDF Guide  | \$3,000.00              | \$0.00           | \$3,000.00   |
| Ultimate Springs Guide Maintenance and Updates   | \$1,000.00              | \$1,000.00       | \$0.00       |
| Photography  | \$5,000.00              | \$5,000.00       | \$0.00       |
| Website Blogs - 5 Blogs Categories   | \$7,600.00              | \$5,100.00       | \$2,500.00   |
| <b>Trade Shows:</b>  |                         |                  |              |
| Flash Drives   | \$1,500.00              | \$0.00           | \$1,500.00   |
| Travel Show Contest  | \$1,500.00              | \$0.00           | \$1,500.00   |
| Logo patches   | \$1,000.00              | \$0.00           | \$1,000.00   |
| Eyeglass Straps  | \$1,000.00              | \$0.00           | \$1,000.00   |
| Brochures and Popup Displays   | \$10,000.00             | \$0.00           | \$10,000.00  |
| Visit Florida Welcome Center Rack Space (in-kind)  | \$885.00                | \$0.00           | \$885.00     |
| State Parks Guides and State Road Maps (in-kind)   | \$2,000.00              | \$0.00           | \$2,000.00   |
| Shipping - Berlin and London (in-kind)   | \$1,000.00              | \$0.00           | \$1,000.00   |
| Visit Florida - London World Travel Market   | \$14,000.00             | \$0.00           | \$14,000.00  |
| Visit Florida - Atlanta Boat Show  | \$5,550.00              | \$0.00           | \$5,550.00   |
| Visit Florida - Washington, DC Tavel & Adventure Show  | \$7,950.00              | \$0.00           | \$7,950.00   |
| Visit Florida - Chicago Travel & Adventure Show  | \$7,850.00              | \$0.00           | \$7,850.00   |
| Visit Florida - New York Times Travel Show   | \$8,950.00              | \$0.00           | \$8,950.00   |
| Visit Florida - Atlanta Camping & RV Show  | \$4,600.00              | \$0.00           | \$4,600.00   |
| Visit Florida - Telegraph Outdoor Adventure & Travel Show  | \$20,750.00             | \$0.00           | \$20,750.00  |
| Visit Florida - Chicago RV & Camping Show  | \$8,150.00              | \$0.00           | \$8,150.00   |
| Visit Florida - Toronto RV & Camping Show  | \$9,315.00              | \$0.00           | \$9,315.00   |
| Visit Florida - Berlin - ITB Trade Show  | \$14,200.00             | \$0.00           | \$14,200.00  |
| Visit Florida - Madison, WI - Canoeopia  | \$6,550.00              | \$0.00           | \$6,550.00   |
| Visit Florida - Philadelphia Travel Expo   | \$8,350.00              | \$0.00           | \$8,350.00   |
| Visit Florida - Dallas Travel & Adventure Show   | \$7,300.00              | \$0.00           | \$7,300.00   |
| Out-of-State Travel Show #1  | \$13,516.66             | \$7,266.66       | \$6,250.00   |
| Out-of-State Travel Show #2  | \$13,516.67             | \$7,266.67       | \$6,250.00   |
| Out-of-State Travel Show #3  | \$7,266.67              | \$7,266.67       | \$0.00       |
| I-75 Welcome Center Festival   | \$100.00                | \$0.00           | \$100.00     |
| <b>Advertising:</b>  |                         |                  |              |
| New vnnf.org & Travel Show Website Digital Advertising Campaign                                  | \$25,000.00             | \$12,000.00      | \$13,000.00  |
| Florida State Parks Mobile Advertisement   | \$0.00                  | \$0.00           | \$0.00       |
| Social Media Postings (Facebook, Twitter, Instagram)   | \$0.00                  | \$0.00           | \$0.00       |
| Quarterly eNewsletters   | \$5,000.00              | \$4,000.00       | \$1,000.00   |
| Undiscovered Florida Co-op Advertisement   | \$6,700.00              | \$6,700.00       | \$0.00       |
| Distribution of Springs and More Brochure  | \$9,875.00              | \$8,000.00       | \$1,875.00   |
| Total Marketing Expenditure  | \$300,500.00            | \$112,500.00     | \$188,000.00 |
| <b>Administration</b>  |                         |                  |              |
| North Central Florida Regional Planning Council -<br>Visit Florida, DEO FY 2015-16               | \$5,600.00              | \$0.00           | \$5,600.00   |
| North Central Florida Regional Planning Council -<br>Visit Florida, DEO FY 2016-17               | \$24,500.00             | \$22,500.00      | \$2,000.00   |
| North Central Florida Regional Planning Council -<br>Regional Marketing Program Fees, FY 2016-17 | \$44,000.00             | \$0.00           | \$44,000.00  |
| Bank Charges   | \$200.00                | \$0.00           | \$200.00     |
| Legal Advertising  | \$300.00                | \$0.00           | \$300.00     |
| Legal Expenses   | \$300.00                | \$0.00           | \$300.00     |
| Other Administrative Expenses/Miscellaneous  | \$2,000.00              | \$0.00           | \$2,000.00   |
| Postage  | \$300.00                | \$0.00           | \$300.00     |
| Service Fee - Visit Florida Travel Show Program  | \$14,300.00             | \$0.00           | \$14,300.00  |
| Telephone  | \$300.00                | \$0.00           | \$300.00     |
| <b>Membership Organizations - Annual Dues</b>  |                         |                  |              |
| VISIT FLORIDA Annual Dues  | \$400.00                | \$400.00         | \$0.00       |
| Southeastern Tourism Society Annual Dues   | \$300.00                | \$300.00         | \$0.00       |
| Florida Outdoor Writers Association Annual Dues  | \$300.00                | \$300.00         | \$0.00       |
| <b>Professional Enhancement</b>  |                         |                  |              |
| Southeastern Tourism Society Marketing College   | \$12,000.00             | \$12,000.00      | \$0.00       |
| Governor's Tourism Conference  | \$2,000.00              | \$2,000.00       | \$0.00       |
| <b>Internships</b>   |                         |                  |              |
| Harvey Campbell Memorial Internship  | \$2,500.00              | \$0.00           | \$2,500.00   |
| Dean Fowler Internship   | \$2,500.00              | \$0.00           | \$2,500.00   |
| Total Non-Marketing Expenditure  | \$111,800.00            | \$37,500.00      | \$74,300.00  |
| Total Expenditure  | \$412,300.00            | \$150,000.00     | \$262,300.00 |

**Original Florida Tourism Task Force**  
**Budget FY 2017-18 (10/1/17 to 9/30/18)**

Adopted 8/17/2017

| <b><i>Revenues</i></b>   | <b>Total</b>     |
|--|------------------|
| <i><u>Cooperative Regional Marketing Program Fees:</u></i>             |                  |
| Alachua County   | \$15,000         |
| Bradford County  | \$3,000          |
| Columbia County  | \$8,000          |
| Dixie County   | \$2,000          |
| Gilchrist County   | \$2,000          |
| Hamilton County  | \$1,000          |
| Jefferson County   | \$2,000          |
| Lafayette County   | \$1,000          |
| Levy County  | \$4,000          |
| Madison County   | \$3,000          |
| Suwannee County  | \$4,000          |
| Taylor County  | \$4,000          |
| Union County   | \$1,000          |
| Wakulla County   | \$3,000          |
| <b>Subtotal</b>  | <b>\$53,000</b>  |
| <i><u>Additional Revenue:</u></i>                                      |                  |
| Department of Economic Opportunity Rural Development Grant, FY 2016-17 | \$57,800         |
| Department of Economic Oppotunity Rural Development Grant, FY 2017-18  | \$128,700        |
| VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - Cash        | \$129,000        |
| <b>Subtotal - Cash</b>   | <b>\$315,500</b> |
| <b>TOTAL REVENUES - CASH</b>   | <b>\$368,500</b> |
| VISIT FLORIDA FY 2017-18 Rural Area of Opportunity Grant - In-Kind     | \$17,300         |
| <b>TOTAL REVENUES - CASH AND IN-KIND</b>                               | <b>\$385,800</b> |
| <i><b><u>Expenditures</u></b></i>                                      |                  |
| Bank Charges   | \$200            |
| Governor's Conference on Tourism                                       | \$1,900          |
| Legal Advertising  | \$300            |
| Legal Expenses   | \$300            |
| (1) Marketing Program for FY 2017-18                                   | \$264,900        |
| (2) Memberships  | \$1,200          |
| Miscellaneous  | \$2,000          |
| North Central Florida Regional Planning Council - Admin                | \$49,500         |
| Postage Expenses   | \$300            |
| Service Fee - VISIT FLORIDA Travel Show Program                        | \$14,300         |
| Southeast Tourism Society Marketing College                            | \$11,000         |
| Telephone  | \$300            |
| Unrestricted Reserve Fund - Constribution                              | \$22,300         |
| <b>TOTAL EXPENDITURES - CASH</b>                                       | <b>\$368,500</b> |
| (1) Marketing Program for FY 2017-18 - In-Kind                         | \$17,300         |
| <b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>                           | <b>\$385,800</b> |
| <i><b><u>Reserve Funds</u></b></i>                                     |                  |
| Restricted Funds Balance   | \$0              |
| Unrestricted Funds Balance, Estimate                                   | \$85,000         |
| <b>TOTAL RESERVE FUNDS</b>   | <b>\$85,000</b>  |

(1) See Marketing Budget Detail

(2) See Memberships Detail

**Original Florida Tourism Task Force  
Budget FY 2016-17 (10/1/16 to 9/30/17)**

Amended 7/20/2017

|  | FY 2016-17<br>DEO Grant |                  |              |
|--|-------------------------|------------------|--------------|
|  | Total                   | Eligible Funding | Remainder    |
| <b>Marketing Budget Detail</b>   |                         |                  |              |
| <b>Planning:</b>   |                         |                  |              |
| VisaVues Domestic and International Editions   | \$5,100.00              | \$5,100.00       | \$0.00       |
| <b>Collateral Material:</b>  |                         |                  |              |
| Print 1,000 Copies of Bicycle Guide  | \$6,000.00              | \$3,000.00       | \$3,000.00   |
| Design and Print New Regional Brochure (adds Brad, Col, & Ham Cou                                | \$8,500.00              | \$8,500.00       | \$0.00       |
| Design & Print Specialty Brochures   | \$900.00                | \$900.00         | \$0.00       |
| <b>Website:</b>  |                         |                  |              |
| Revise Homepage  | \$30,000.00             | \$30,000.00      | \$0.00       |
| Ultimate Bicycle Guide Microsite & Downloadable PDF Guide  | \$8,250.00              | \$0.00           | \$8,250.00   |
| Ultimate Bicycle Guide Maintenance and Updates   | \$1,400.00              | \$1,400.00       | \$0.00       |
| Bloggers Fees - Fishing  | \$375.00                | \$0.00           | \$375.00     |
| Ultimate Springs Guide Microsite & Downloadable PDF Guide  | \$3,000.00              | \$0.00           | \$3,000.00   |
| Ultimate Springs Guide Maintenance and Updates   | \$1,000.00              | \$1,000.00       | \$0.00       |
| Photography  | \$5,000.00              | \$5,000.00       | \$0.00       |
| Website Blogs - 5 Blogs Categories   | \$7,600.00              | \$5,100.00       | \$2,500.00   |
| <b>Trade Shows:</b>  |                         |                  |              |
| Flash Drives   | \$1,500.00              | \$0.00           | \$1,500.00   |
| Travel Show Contest  | \$1,500.00              | \$0.00           | \$1,500.00   |
| Logo patches   | \$1,000.00              | \$0.00           | \$1,000.00   |
| Eyeglass Straps  | \$1,000.00              | \$0.00           | \$1,000.00   |
| Brochures and Popup Displays   | \$10,000.00             | \$0.00           | \$10,000.00  |
| Visit Florida Welcome Center Rack Space (in-kind)  | \$885.00                | \$0.00           | \$885.00     |
| State Parks Guides and State Road Maps (in-kind)   | \$2,000.00              | \$0.00           | \$2,000.00   |
| Shipping - Berlin and London (in-kind)   | \$1,000.00              | \$0.00           | \$1,000.00   |
| Visit Florida - London World Travel Market   | \$14,000.00             | \$0.00           | \$14,000.00  |
| Visit Florida - Atlanta Boat Show  | \$5,550.00              | \$0.00           | \$5,550.00   |
| Visit Florida - Washington, DC Tavel & Adventure Show  | \$7,950.00              | \$0.00           | \$7,950.00   |
| Visit Florida - Chicago Travel & Adventure Show  | \$7,850.00              | \$0.00           | \$7,850.00   |
| Visit Florida - New York Times Travel Show   | \$8,950.00              | \$0.00           | \$8,950.00   |
| Visit Florida - Atlanta Camping & RV Show  | \$4,600.00              | \$0.00           | \$4,600.00   |
| Visit Florida - Telegraph Outdoor Adventure & Travel Show  | \$20,750.00             | \$0.00           | \$20,750.00  |
| Visit Florida - Chicago RV & Camping Show  | \$8,150.00              | \$0.00           | \$8,150.00   |
| Visit Florida - Toronto RV & Camping Show  | \$9,315.00              | \$0.00           | \$9,315.00   |
| Visit Florida - Berlin - ITB Trade Show  | \$14,200.00             | \$0.00           | \$14,200.00  |
| Visit Florida - Madison, WI - Canoeopia  | \$6,550.00              | \$0.00           | \$6,550.00   |
| Visit Florida - Philadelphia Travel Expo   | \$8,350.00              | \$0.00           | \$8,350.00   |
| Visit Florida - Dallas Travel & Adventure Show   | \$7,300.00              | \$0.00           | \$7,300.00   |
| Out-of-State Travel Show #1  | \$13,516.66             | \$7,266.66       | \$6,250.00   |
| Out-of-State Travel Show #2  | \$13,516.67             | \$7,266.67       | \$6,250.00   |
| Out-of-State Travel Show #3  | \$7,266.67              | \$7,266.67       | \$0.00       |
| I-75 Welcome Center Festival   | \$100.00                | \$0.00           | \$100.00     |
| <b>Advertising:</b>  |                         |                  |              |
| New vnnf.org & Travel Show Website Digital Advertising Campaign                                  | \$25,000.00             | \$12,000.00      | \$13,000.00  |
| Florida State Parks Mobile Advertisement   | \$0.00                  | \$0.00           | \$0.00       |
| Social Media Postings (Facebook, Twitter, Instagram)   | \$0.00                  | \$0.00           | \$0.00       |
| Quarterly eNewsletters   | \$5,000.00              | \$4,000.00       | \$1,000.00   |
| Undiscovered Florida Co-op Advertisement   | \$6,700.00              | \$6,700.00       | \$0.00       |
| Distribution of Springs and More Brochure  | \$9,875.00              | \$8,000.00       | \$1,875.00   |
| Total Marketing Expenditure  | \$300,500.00            | \$112,500.00     | \$188,000.00 |
| <b>Administration</b>  |                         |                  |              |
| North Central Florida Regional Planning Council -<br>Visit Florida, DEO FY 2015-16               | \$5,600.00              | \$0.00           | \$5,600.00   |
| North Central Florida Regional Planning Council -<br>Visit Florida, DEO FY 2016-17               | \$24,500.00             | \$22,500.00      | \$2,000.00   |
| North Central Florida Regional Planning Council -<br>Regional Marketing Program Fees, FY 2016-17 | \$44,000.00             | \$0.00           | \$44,000.00  |
| Bank Charges   | \$200.00                | \$0.00           | \$200.00     |
| Legal Advertising  | \$300.00                | \$0.00           | \$300.00     |
| Legal Expenses   | \$300.00                | \$0.00           | \$300.00     |
| Other Administrative Expenses/Miscellaneous  | \$2,000.00              | \$0.00           | \$2,000.00   |
| Postage  | \$300.00                | \$0.00           | \$300.00     |
| Service Fee - Visit Florida Travel Show Program  | \$14,300.00             | \$0.00           | \$14,300.00  |
| Telephone  | \$300.00                | \$0.00           | \$300.00     |
| <b>Membership Organizations - Annual Dues</b>  |                         |                  |              |
| VISIT FLORIDA Annual Dues  | \$400.00                | \$400.00         | \$0.00       |
| Southeastern Tourism Society Annual Dues   | \$300.00                | \$300.00         | \$0.00       |
| Florida Outdoor Writers Association Annual Dues  | \$300.00                | \$300.00         | \$0.00       |
| <b>Professional Enhancement</b>  |                         |                  |              |
| Southeastern Tourism Society Marketing College   | \$12,000.00             | \$12,000.00      | \$0.00       |
| Governor's Tourism Conference  | \$2,000.00              | \$2,000.00       | \$0.00       |
| <b>Internships</b>   |                         |                  |              |
| Harvey Campbell Memorial Internship  | \$2,500.00              | \$0.00           | \$2,500.00   |
| Dean Fowler Internship   | \$2,500.00              | \$0.00           | \$2,500.00   |
| Total Non-Marketing Expenditure  | \$111,800.00            | \$37,500.00      | \$74,300.00  |
| Total Expenditure  | \$412,300.00            | \$150,000.00     | \$262,300.00 |

## **Attachment 1**

### **SCOPE OF WORK**

**1. Project Description:**

Section 288.018, Florida Statutes (F.S.), established the Regional Rural Development Grants Program ("Program") to provide funding to regionally-based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations. Grant funds awarded under the Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities it serves.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida ("Grantee") is a regionally-based organization promoting the natural, historic, and cultural attractions of a thirteen county region encompassing Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union, and Wakulla counties (the "Region"). The Grantee's goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research, and professional enhancement training for the Region.

**2. Grantee Responsibilities:**

In addition to all other requirements set forth in the Agreement and this Scope of Work, the Grantee shall:

**A. Website Updates and Enhancements:**

1. Make enhancements to its website to make it more usable and engaging, particularly to website users who use mobile devices;
2. Review and update its springs and bicycle microsites to improve accuracy; place additional springs and bicycle routes on the microsites as necessary;
3. Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the Region; and
4. Obtain high quality original photographs of natural, recreational, and cultural assets of the Region for use in print and on the Grantee's website.

**B. Marketing and Promotion:**

1. Attend domestic travel shows. At the shows, the Grantee will staff a booth; distribute brochures pertaining to the region; and, answer questions raised by show attendees. A maximum of two (2) Grantee representatives will staff the travel show booths;
2. Engage in an advertising campaign which will consist of online digital and/or print media advertising;
3. Distribute an electronic newsletter to interested consumers; and
4. Design and print a minimum of 35,000 pieces of hard-copy literature.

**C. Professional Enhancement:**

1. Provide professional enhancement scholarships to Grantee staff, members, and representatives of member organizations to attend training opportunities; and

2. Grantee shall maintain memberships in professional organizations (e.g. the Southeast Tourism Society Marketing College, the Florida Governor's Tourism Conference, and the Florida Outdoor Writers Association Conference).
- D. Provide administrative support, program management, time, and materials (e.g. rent, utilities, office supplies and other consumables, newspaper ads, copies, postage) ("Administrative Costs"). **Total Administrative Costs shall not exceed 15% of the grant award.**
- E. **Match Requirement:** As required by section 288.018(1), F.S., Grantee shall secure and submit proof of match of non-state resources equivalent to the amount of the grant award.
- F. Comply with Grantee's competitive procurement requirements when subcontracting for services under this Agreement.
- G. Within thirty (30) calendar days after the end of each quarter (the "Reporting Quarter"), beginning with the quarter ending March 31, 2017, Grantee shall provide to DEO a written status report ("Quarterly Report") outlining progress in completion of the Project during the Reporting Quarter. Such Quarterly Reports shall include:
  1. A summary of work performed during the reporting period;
  2. Project expenditures since the Effective Date;
  3. The percentage of work completed for activities indicated in this Scope of Work;
  4. A summary and explanation of any changes in the Project budget;
  5. A summary and explanation of any other material changes that may affect the outcome of the Project, and
  6. A report on the use of Minority and Service-Disabled Veteran Business Enterprises as described in Section I.N.6 of the Agreement.
- H. Submit invoices in accordance with the requirements stated in Section 5 of this Scope of Work.
- I. Submit all quarterly reports and payment requests to Grantee's Board of Directors for review and approval prior to submitting any invoice to DEO for reimbursement. Invoices shall be signed by the Chairman of the Board of Directors. Grantee shall supply DEO with the meeting agenda showing the request for approval of the quarterly report and payment request, along with the meeting package including the quarterly report and the invoice submitted to DEO.
3. **DEO's Responsibilities:**
  - A. Monitor the ongoing activities and progress of Grantee as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;
  - B. Perform Agreement management responsibilities as stated herein;
  - C. Reply to reasonable inquires pursuant to the Agreement; and,
  - D. Review Grantee's invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

4. **Deliverables:**

Grantee agrees to provide the following services as specified:

| <b>Deliverable No. 1 – Website Updates and Enhancements</b>   |   |  |
|---|---|--|
| <b>Tasks</b>  | <b>Minimum Performance Measures and Required Documentation</b>  | <b>Financial Consequences</b>  |
| <b>Website enhancements in accordance with Scope of Work, Section 2.A.1.</b>                        | Completion of draft website enhancements.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of contract with website developer including a scope of work or deliverable schedule;</li> <li>• Link to draft website</li> <li>• Invoice from website developer showing work completed in accordance with scope of work; and</li> <li>• Proof of payment.</li> </ul>             | DEO shall withhold payment for failure to provide the minimum performance measures as specified. |
|   | Completion of website enhancements.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Invoice from website developer showing work completed in accordance with scope of work;</li> <li>• Link to finalized enhancements</li> </ul>   | DEO shall withhold payment for failure to provide the minimum performance measures as specified. |
| <b>Update Springs and Bicycle route microsites in accordance with Scope of Work, Section 2.A.2.</b> | Completion of one (1) update or addition to springs or bicycle route microsite.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Screenshot of updated springs or bicycle route microsite.</li> </ul>   | DEO shall withhold payment for failure to make any microsite updates.                            |
| <b>Post blogs on Grantee's website in accordance with Scope of Work, Section 2.A.3.</b>             | Post one (1) blog on Grantee's website.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger;</li> <li>• Link to each blog;</li> <li>• Photographer release forms;</li> <li>• Model release forms;</li> <li>• Invoice from blogger; and</li> <li>• Proof of payment.</li> </ul>  | DEO shall withhold payment for failure to post any blogs to Grantee's website.                   |
| <b>Obtain photographs in accordance with Scope of Work, Section 2.A.4.</b>                          | Obtain at least one (1) photograph for use on Grantee's website and/or printed media.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with photographer;</li> <li>• Copy of each photograph obtained;</li> <li>• Invoice from photographer;</li> <li>• Photographer release forms;</li> <li>• Model release forms; and</li> <li>• Proof of payment.</li> </ul> | DEO shall withhold payment for failure to obtain any photographs.                                |
| <b>Deliverable No. 2 – Marketing and Promotion</b>  |   |  |
| <b>Tasks</b>  | <b>Minimum Performance Measures and Required Documentation</b>  | <b>Financial Consequences</b>  |
| <b>Attend and participate in</b>  | Attend one (1) domestic travel show.  | DEO shall withhold payment   |

|  |  |  |
|--|--|--|
| <b>domestic travel shows in accordance with Scope of Work, Section 2.B.1.</b>                              | <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copies of completed registrations for each travel show attended;</li> <li>• Copies of rental agreements, if applicable;</li> <li>• Completed travel documentation in accordance with s. 112.061, F.S., for a maximum of two (2) attendees.</li> </ul>                | until Grantee attends one (1) domestic travel show.  |
| <b>Conduct advertising campaign in accordance with Scope of Work, Section 2.B.2.</b>                       | Place at least one (1) digital or print advertisement.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement.</li> </ul>   | DEO will withhold payment for failure to place any digital or print advertisements.  |
| <b>Distribute Electronic Newsletter in accordance with Scope of Work, Section 2.B.3.</b>                   | Prepare and distribute one (1) electronic newsletter.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list;</li> <li>• Copy of software rental agreement.</li> <li>• Documentation of staff time associated with this deliverable.</li> </ul> | DEO will withhold payment for failure to distribute any electronic newsletters.  |
| <b>Design and print hard copy literature in accordance with Scope of Work, Section 2.B.4.</b>              | Print a minimum of 35,000 pieces of literature.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• A copy of each hard-copy literature printed;</li> <li>• A copy of the invoice from contractor; and</li> <li>• Proof of payment.</li> </ul>  | DEO will withhold payment until 35,000 pieces of literature have been printed.   |
| <b>Deliverable No. 3 – Professional Enhancement</b>  |  |  |
| <b>Tasks</b>   | <b>Minimum Performance Measures and Required Documentation</b>   | <b>Financial Consequences</b>  |
| <b>Provide professional enhancement scholarships in accordance with Scope of Work, Section 2.C.1.</b>      | Provide one (1) Professional Enhancement Scholarship.<br><b>Required Documentation:</b><br>For each scholarship awarded, submit: <ul style="list-style-type: none"> <li>• Agenda;</li> <li>• Completed registration form;</li> <li>• Summary of how attendance at the event built professional capacity;</li> </ul>                          | DEO will withhold payment for failure to award any professional enhancement scholarships.  |
| <b>Maintain memberships in professional organizations in accordance with Scope of Work, Section 2.C.2.</b> | Maintain membership in one (1) professional organization.<br><b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership maintained.</li> </ul>   | DEO will reimburse Grantee for each payment made by Grantee to a professional organization to maintain its active member status. |
| <b>Total Amount Not to Exceed: \$150,000.00</b>  |  |  |

#### 5. Invoice Submittal and Payment Schedule:

DEO agrees to disburse funds under this Agreement in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified

**Steve Dopp**

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**From:** Visit Natural North Florida [vnnf=ncfrpc.org@mail177.suw14.mcdlv.net] on behalf of Visit Natural North Florida [vnnf@ncfrpc.org]  
**Sent:** Monday, September 25, 2017 5:06 PM  
**To:** Steve Dopp  
**Subject:** VNNF Fall 17 Newsletter

# *Visit Natural* **NORTH FLORIDA**

## **It's Finally Fall!**

...and Fall Days are Fun Days





Say goodbye to hot summer days, and say hello to cool autumn nights. [Natural North Florida](#) is the perfect location for taking beautiful scenic photos and spending time outdoors. North Florida provides a picturesque escape away from manmade structures, and takes you back to the beauty of nature. Nothing can relax and rejuvenate more than enjoying nature and the surrounding scenery.

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## Planning to Paddle?

### 2017 Hidden Coast Paddling Adventure

If you're an avid paddler, consider joining 99 others at the 2017 Hidden Coast Paddling Adventure.

This year's 4 day trip will depart the Steinhatchee River and head south to Yankeetown, on the scenic Withlacoochee River. On the trip, you'll see wildlife and "Natural North Florida" at places like Horseshoe Beach, Suwannee, and Cedar Key.



This year's trip will offer access to the Hidden Coast Paddling Fiesta as well as access to several guided kayak adventures along the way. You'll be paddling part of the [Big Bend Saltwater Paddling Trail](#), an established and marked route along the coast. There's complete information on the [Hidden Coast Paddling Adventure website](#).

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## Get Fall Time Full

### O'Neals Country Buffet in Madison

If you're looking for some good home cooking, then look no further than [O'Neals Country Buffet](#) in Madison, Florida. Located just outside of downtown Madison, the faded sign for O'Neals is easy to miss, however, the always crowded parking lot is not.

Everything on the buffet is cooked fresh daily, and the price can't be beat. If you do go, be sure to try the fried chicken, and the homemade banana pudding. One helping simply isn't enough! A great place for kids and families, O'Neals has something for everyone on the buffet.



All Play and No Rest?

## Hampton Lake Bed and Breakfast



During your stay at the Starke, Florida, [Hampton Lake B&B](#) you can kick off your shoes and enjoy a variety of soothing activities. You can take a leisurely stroll through the open fields or enjoy a bike ride down country lanes. If you prefer the water, spend your day fishing off the pier or swimming in the lake. In the evening, curl up with a good book in the swing, or watch the sunset from one of the back porch rocking chairs. Whatever you choose, the world's stresses will become a distant memory at this Florida Getaway destination.

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## Check Out Our State Parks!

Here at Natural North Florida, we can't let Hurricane Irma get us down. In fact, some of our State Parks have already reopened to the public.



### Edward Ball Wakulla Springs

[Edward Ball Wakulla Springs State Park](#) is a special place. As one of the deepest and largest springs in the world, it is the jewel in the crown of Natural North Florida springs. Wakulla Springs is so large that it more closely resembles a small lake than a spring.

## Econfina River

[The Econfina River State Park](#) offers bicycling trails, Horse trails, boating, boat ramps, canoeing, fishing, nature trails, and picnicking.



## Waccasassa Bay Preserve

The [preserve](#) is home to numerous rare, threatened, or endangered plant and animal species and commercially important marine species. Accessible only by boat, this preserve is a favorite of anglers because it boasts both saltwater and freshwater fishing.



## Fall's Festivals

As summer winds down in Natural North Florida, residents and visitors alike flock to our famous music and food festivals. It seems that every year the number of events increase, as do their quality and breadth. In 2017, three are of particular note.



In Hamilton County, just north of I-10 and east of I-75, the world-famous [Bienville Plantation](#), known for its fishing, hunting and resort lodging, will be hosting "[Party in the Pines](#)" [Music Festival](#), headlined by Keith Urban and Miranda Lambert, on October 20 and 21, 2017. Expect a great time whether you just come for one or both days, and whether you experience all of [Bienville Plantation](#) by camping with lots of other music

You can get a head start on the season at Perry, in Taylor County, at the [“Smokin’ In The Pines BBQ Festival”](#) that features not only great food, but great music. Expect good BBQ, cooked by amateur and professional chefs, as well as some great southern Rock Music from local performers like Young Bucks, Michael Miller and Frayed Knot. The festival is September 22 and 23, 2017.



A third event that will likely draw a huge (and fun) crowd from October 12-15 is the [Suwannee Roots Revival](#). The Revival will take over all of the [Spirit of the Suwannee Music Park](#). The Park is located just off I-75 at State Road near Live Oak. There will be dancing, camping, food, and lots of music from the likes of Bela Fleck, Abigail Washburn, and Verlon Thompson.



Share your photos with us for an opportunity to be featured on our pages! #NaturalNorthFlorida

[Find Out More](#)

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**Our mailing address is:**

VNNF@NCFRPC.ORG

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FY 2016-17 Regional Rural Development Grant  
Actual and Estimated Expenditures  
October 11, 2017

| 3rd Quarter 2017 RRDG Rerimbursements (Estimate) |             | 4th Quarter (Estimate) |             |
|--|-------------|------------------------|-------------|
| Bicycle Site Maintenance                         | \$1,400.00  | Print Brochures        | \$8,450.00  |
| Springs Microsite Maintenance                    | \$1,000.00  | Website Update         | \$30,000.00 |
| Print Bicycle Guide                              | \$2,500.00  | Digital Ads            | \$12,000.00 |
| Mailchimp Purchase                               | \$250.00    | Photos                 | \$5,000.00  |
| In-house brochures                               | \$365.76    | In-house Brochures     | \$0.00      |
| Website Blogs                                    | \$935.00    | UPS                    | \$0.00      |
| Enewsletter                                      | \$1,000.00  | Website Blogs          | \$2,465.00  |
| Brochure Distribution                            | \$2,000.00  | Enewsletter            | \$1,000.00  |
| scholarships                                     | \$13,750.00 | Brochure Distribution  | \$2,000.00  |
| Staff Time                                       | \$5,625.00  | scholarships           | \$0.00      |
| Total  | \$28,825.76 | Paddling Guide Mods    | \$300.00    |
|  |             | Staff Time             | \$5,625.00  |
|  |             | Total                  | \$66,840.00 |

|                        |              |
|------------------------|--------------|
| 1st Quarter (Actual)   | \$14,155.00  |
| 2nd Quarter (Actual)   | \$18,233.98  |
| 3rd Quarter (Estimate) | \$28,825.76  |
| 4th Quarter (Estimate) | \$66,840.00  |
| Total                  | \$128,054.74 |

|                     |              |
|---------------------|--------------|
| SRWT Paddling Guide | \$21,000.00  |
| Remainder           | \$945.26     |
| Total               | \$150,000.00 |

\\Economic Development\Original Florida\Grants\DEO Staffing Grant\2016-17\Estimated RRDG Expenditures.xlsx

## Steve Dopp

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**From:** Gitzen, Robert [Robert.Gitzen@deo.myflorida.com]  
**Sent:** Thursday, October 12, 2017 10:23 AM  
**To:** Steve Dopp  
**Cc:** Lewis, Sean  
**Subject:** Literature Printing

Steve:

Under terms of the agreement, Original Florida must design and print a minimum of 35,000 pieces of hard copy literature. Original Florida will be reimbursed upon proof of payment for a minimum of 35,000 pieces of literature and submission of a sample copy to DEO. This is the minimum level of service required to trigger payment. It does not limit Original Florida to only designing and printing of 35,000 pieces.

The subject of the literature can be determined by Original Florida, as long as it pertains to the stated mission of marketing and promoting the Original Florida area. If Original Florida chooses they may print literature on more than one topic such as paddling guides and bicycle guides, as long as the minimum of 35,000 pieces is printed.

If you have any questions, please let me know.

Bob Gitzen, FCCM  
Government Operations Consultant II  
Florida Department of Economic Opportunity  
Division of Community Development  
107 E. Madison Street  
Caldwell Building, MSC 160  
Tallahassee, FL 32399  
Phone: 850-717-8497  
E-Mail: [Robert.Gitzen@deo.myflorida.com](mailto:Robert.Gitzen@deo.myflorida.com)



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## **TAB F: SCOPE OF WORK AND BUDGET**

Please provide a Scope of Work **detailing the activities** the regional organization proposes to accomplish with this grant funding. Briefly **describe how each activity will build the professional capacity of the regional organization and its partnerships or provides technical to businesses within the rural counties and communities that it serves.** **Note:** Deliverables will be developed with DEO staff based on the approved Scope of Work after initial review of the application.

### **Proposed Scope of Work**

The Fiscal Year 2017-2018 grant Scope of Work will consist of additional development and enhancement of the Task Force website, participation at various domestic consumer-oriented travel shows, advertising and collateral development and distribution, market research and professional enhancement.

Fiscal Year 2017-18 goals are:

- 1) To increase consumer awareness of the natural, recreational and cultural assets of the region;
- 2) To increase Task Force understanding of the geographic location of both domestic and foreign visitors to the region; and
- 3) To increase the professionalism of Task Force staff and member organizations in order to more effectively promote tourism within the region.

To achieve these goals the Task Force will:

- 1) Continue to maintain and operate its website, [www.vnnf.org](http://www.vnnf.org), in order to inform potential visitors of attractions and events within the region;
- 2) Add a reservation/pseudo-reservation system to the [www.vnnf.org](http://www.vnnf.org) website in order to generate leads for local businesses and organizations such as fishing guides, paddling outfitters, boat rental establishments, bed and breakfasts, RV campsites, locally owned hotels, and local paddling and bicycle clubs;
- 3) Add a paddling microsite to the [www.vnnf.org](http://www.vnnf.org) website to inform potential tourists of canoeing and kayaking opportunities within the region;
- 4) Produce a new video for the Task Force website highlighting tourist-oriented natural, cultural and historical attractions of the region;
- 5) Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the region.
- 6) Post blogs on its website to inform visitors of tourist-oriented attractions and facilities within the region;

- 7) Review and update springs and bicycle routes on the Taskforce website bicycle and springs microsites. The review and update will address issues such as improving the accuracy of provided information, assuring that all embedded links are functional and modifying existing routes as deemed necessary.
- 8) Purchase annual subscriptions to VisaVue, domestic and international editions, to gain insights in the geographic location and demographic information on visitors to the region.
- 9) Purchase copies of the Big Bend Saltwater Paddling Trail guide from the Florida Fish and Wildlife Conservation Commission. These guides will be distributed by the Task Force primarily at outdoor-oriented travel shows such as Canoecopia, the Toronto Outdoor Adventure Show, and the Minneapolis show;
- 10) Print various Task Force-produced guidebooks/booklets such as the Suwannee River Wilderness Trail Paddling Guide, the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide, the Natural North Florida State-Designated Paddling Trails Guide and Florida Circumnavigational Saltwater Paddling Trail Guide, Segments 5 and 6. These publications will be distributed by the Task Force primarily at outdoor-oriented travel shows such as Canoecopia, the Toronto Outdoor Adventure Show, and the Minneapolis show;
- 11) Attend domestic travel shows. At the shows, the Task Force will staff a booth, distribute brochures and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff the travel show booths. At a minimum, the Task Force will attend one domestic travel show;
- 12) Engage in an advertising campaign which will consist of on-line digital and/or print media advertising. The Task Force will also distribute an electronic newsletter to interested consumers, publish and distribute hard copy collateral such as bicycle guides, springs guides and brochures;
- 13) Distribute brochures at VISIT FLORIDA Welcome Centers, state-wide AAA offices and at hundreds of private business locations along the major highways in Florida and I-75 in Georgia;
- 14) Provide scholarships to Task Force staff, members and representatives of member organizations to attend training opportunities such as the Southeast Tourism Society Marketing College and the annual Florida Governor's Conference on Tourism; and
- 15) Maintain memberships in professional organizations such as the Southeast Tourism Society, Visit Florida and the Florida Outdoor Writers Association. Membership in these organizations provides benefits to the Task Force by offering discounts for participation in the Southeast Tourism Society Marketing College, the annual Florida Governor's Tourism Conference, and the annual Florida Outdoor Writers Association Conference.

*Total Deliverable Value: \$150,000*

Attach additional documentation if needed. Additional pages attached? yes ☐ no ☒

# Regional Rural Development Grant



Please insert your budget for the proposed Scope of Work, including grant and matching funds, into the table provided below:

| Budget                                       |   |             |                     |
|--|---|-------------|---------------------|
| <b>Website Development &amp; Maintenance</b> |   |             | <b>\$35,500.00</b>  |
| Website Hosting & Maintenance                | Website Hosting & Maintenance Contractual Services                    | \$6,000.00  | \$6,000.00          |
| Bicycle Microsite Maintenance & PDF Guide    | Bicycle Microsite aMaintenance, Updates, Route Additions & PDF Update |             |                     |
|  | Contractual Services  | \$500.00    |                     |
|  | Staff Time  | \$1,000.00  |                     |
|  | Software Rental   | \$400.00    |                     |
|  |   |             | 1,900.00            |
| Springs Microsite Maintenance & PDF Guide    | Springs Microsite Updates, & PDF Update                               |             |                     |
|  | Contractual Services  | \$500.00    |                     |
|  | Staff Time  | \$1,000.00  |                     |
|  |   |             | \$1,500.00          |
| Website Modifications                        | Website Reservation/Pseudo-Reservation System                         |             |                     |
|  | Contractual Services  | \$15,000.00 |                     |
|  |   |             | \$15,000.00         |
|  | Paddling Trails Microsite   |             |                     |
|  | Contractual Services  | \$1,000.00  |                     |
|  |   |             | \$1,000.00          |
| Website Video                                | Website Video   |             |                     |
|  | Contractual Services  | \$5,000.00  |                     |
|  |   |             | \$5,000.00          |
| Website Blogs                                | Website Blogs   | \$5,100.00  |                     |
|  | Contractual Services  |             |                     |
|  |   |             | \$5,100.00          |
| <b>Travel Shows</b>                          |   |             | <b>\$15,100.00</b>  |
| Travel Shows                                 | Registration Fees   | \$3,500.00  |                     |
|  | Booth Accessories Rental (Contractual Services)                       | \$100.00    |                     |
|  | Travel  | \$11,000.00 |                     |
|  | Shipping  | \$500.00    |                     |
|  |   |             | \$15,100.00         |
| <b>Advertising</b>                           |   |             | <b>\$56,600.00</b>  |
| Digital Advertising Campaign                 | Digital Advertising Campaign  |             |                     |
|  | Contractual Services  | \$16,650.00 |                     |
|  |   |             | \$16,650.00         |
| Quarterly eNewsletters                       | Quarterly eNewsletters  |             |                     |
|  | Staff time  | \$4,000.00  |                     |
|  | eNewsletter software subscription services                            | \$250.00    |                     |
|  |   |             | \$4,250.00          |
| Print Media Advertising                      | Print media advertising   |             |                     |
|  | Contractual Services  | \$17,000.00 |                     |
|  |   |             | \$17,000.00         |
| Regional Specialty Brochures                 | Design and Print Regional Specialty Brochures                         |             |                     |
|  | Contractual Services  | \$1,600.00  |                     |
|  |   |             | \$1,600.00          |
| Trail Guides                                 | Purchase Big Bend Saltwater Paddling Trail Guides                     |             |                     |
|  | Contractual Services  | \$3,600.00  |                     |
|  |   |             | \$3,600.00          |
| Brochure Distribution                        | Brochure Distribution   |             |                     |
|  | Contractual Services  | \$8,500.00  |                     |
|  |   |             | \$8,500.00          |
| Springs Guide                                | Print Ultimate Springs Guide  |             |                     |
|  | Contractual Services  | \$5,000.00  |                     |
|  |   |             | \$5,000.00          |
| <b>Market Research</b>                       |   |             | <b>\$5,100.00</b>   |
| Visa Vues Subscription                       | Annual Subscription to Visa Vues, Domestic & Foreign editions         |             |                     |
|  | Contractual Services  | \$5,100.00  |                     |
|  |   |             | \$5,100.00          |
| <b>Professional Enhancement</b>              |   |             | <b>\$15,200.00</b>  |
| Scholarships                                 | Scholarships  |             |                     |
|  | Registration Fees   | \$7,000.00  |                     |
|  | Travel  | \$7,000.00  |                     |
|  |   |             | \$14,000.00         |
| Professional Enhancement                     | Organizational Annual Memberships                                     |             |                     |
| Organizational Annual                        | Membership Fees   | \$1,200.00  |                     |
| Memberships                                  |   |             | \$1,200.00          |
| <b>Grant Administration</b>                  |   |             | <b>\$22,500.00</b>  |
|  | Staff time  | \$22,500.00 |                     |
|  |   |             | \$22,500.00         |
| <b>Total Grant Request</b>                   |   |             | <b>\$150,000.00</b> |

### Category Expenditures

|                                 |             |                     |
|---------------------------------|-------------|---------------------|
| <b>Staff Time</b>               |             | \$28,500.00         |
| <b>Travel</b>                   |             | \$18,000.00         |
| <b>Registration Fees</b>        |             | \$10,500.00         |
| <b>Membership Fees</b>          |             | \$1,200.00          |
| <b>Software Rental</b>          |             | \$650.00            |
| <b>Contractual Services</b>     |             | \$91,150.00         |
| Bicycle Micosite Maintenance    | \$500.00    |                     |
| Springs Microsite Maintenance   | \$500.00    |                     |
| Website Modifications           | \$16,000.00 |                     |
| Website Video                   | \$5,000.00  |                     |
| Website Hosting and Maintenance | \$6,000.00  |                     |
| Website Blogs                   | \$5,100.00  |                     |
| Digital Advertising Campaign    | \$16,650.00 |                     |
| Print Media Advertising         | \$17,000.00 |                     |
| Regional Specialty Brochures    | \$1,600.00  |                     |
| Trail Guides                    | \$3,600.00  |                     |
| Brochure Distribution           | \$8,500.00  |                     |
| Print Springs Guide             | \$5,000.00  |                     |
| Visa Vues Subscription          | \$5,100.00  |                     |
| Booth Accessories Rental        | \$100.00    |                     |
| Shipping                        | \$500.00    |                     |
| <b>Total Grant Request</b>      |             | <b>\$150,000.00</b> |

**DRAFT**

The Original Florida Tourism Task Force  
Travel Shows and Show Assignments, 2017-18 Travel Show Season  
September 22, 2017

| Number | Show Name                               | Leader                | 2nd Person                | Alternate                 | Leader Departure Date     | Member Departure Date     | Show Dates                     | Return Travel Date        |
|--------|---|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------------|---------------------------|
| 1      | <i>Hershey RV Show</i>                  | <i>Donna Creamer</i>  | <i>Pat Watson</i>         |                           | <i>September 11, 2017</i> | <i>September 12, 2017</i> | <i>September 13 - 17, 2017</i> | <i>September 18, 2017</i> |
| 2      | Washington DC Travel and Adventure Show | TSC                   | Alvin Jackson             | Cody Gray                 | January 18, 2018          | January 19, 2018          | January 20 - 21, 2018          | January 22, 2018          |
| 3      | <u>Atlanta Camping &amp; RV Show</u>    | <u>Roland Loog</u>    | <u>Ron Gromoll</u>        | <u>Trent Abbott</u>       | <u>January 24, 2018</u>   | <u>January 25, 2018</u>   | <u>January 26 - 28, 2018</u>   | <u>January 29, 2018</u>   |
| 4      | <u>New York Times Travel Show</u>       | <u>TSC</u>            | <u>Dawn Taylor</u>        | <u>Teena Peavey</u>       | <u>January 24, 2018</u>   | <u>January 25, 2018</u>   | <u>January 26 - 28, 2018</u>   | <u>January 29, 2018</u>   |
| 5      | Boston Globe Travel Show                | Dave Mecusker         | Lois Nevins               | Roland Loog               | February 7, 2018          | February 8, 2018          | February 19 - 11, 2018         | February 12, 2018         |
| 6      | Chicago Travel and Adventure Show       | TSC                   | Teena Peavey              | Dave Mecusker             | February 8, 2018          | February 9, 2018          | February 10 - 11, 2018         | February 12, 2018         |
| 7      | <u>Chicago RV and Camping Show</u>      | <u>Alvin Jackson</u>  | <u>Roland Loog</u>        | <u>Ron Gromoll</u>        | <u>February 13, 2018</u>  | <u>February 14, 2018</u>  | <u>February 15 - 18, 2018</u>  | <u>February 19, 2018</u>  |
| 8      | F.re.e Messe Munich                     | Dave Mecusker         | Sandy Beach               |                           | February 17, 2018         | February 17, 2018         | February 21 - 25, 2018         | February 26, 2018         |
| 9      | London Telegraph Bike and Travel Show   | Roland Loog           | Phyllis Williams          | Ron Gromoll               | February 20, 2018         | February 20, 2018         | February 23 - 25, 2018         | February 26, 2018         |
| 10     | <u>Toronto Outdoor Adventure Show</u>   | <u>Teena Peavey</u>   | <u>Pat Watson</u>         |                           | <u>February 21, 2018</u>  | <u>February 22, 2018</u>  | <u>February 23 - 25, 2018</u>  | <u>February 26, 2018</u>  |
| 11     | <u>ITB-Berlin</u>                       | <u>TSC</u>            | <u>Katrina Richardson</u> | <u>Roland Loog</u>        | <u>March 4, 2018</u>      | <u>March 4, 2018</u>      | <u>March 7 - 11, 2018</u>      | <u>March 12, 2018</u>     |
| 12     | <u>Canoecopia</u>                       | <u>Tommy Thompson</u> | <u>Russ McCallister</u>   | <u>Dawn Taylor</u>        | <u>March 7, 2018</u>      | <u>March 8, 2018</u>      | <u>March 9-11, 2018</u>        | <u>March 12, 2018</u>     |
| 13     | Philadelphia Travel & Adventure Show    | Dawn Taylor           | Roland Loog               | Ron Gromoll               | March 8, 2018             | March 9, 2018             | March 10 - 11, 2018            | March 12, 2018            |
| 14     | Midwest Mountaineering Spring Expo      | TSC                   | Cody Gray                 | Tommy Thompson            | April 25, 2018            | April 26, 2018            | April 27 - 29, 2018?           | April 30, 2018            |
| 15     | <i>Bike Expo New York</i>               | <i>TSC</i>            | <i>Paula Vann</i>         | <i>Katrina Richardson</i> | <i>May 2, 2018</i>        | <i>May 3, 2018</i>        | <i>May 4 -5, 2018?</i>         | <i>May 6, 2018</i>        |

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

Underlined shows are combined shows with Riverway South

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*Visit Natural*  
NORTH FLORIDA

## **The Original Florida Tourism Task Force 2017 MEMBERS as of 10/12/2017**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

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#### ***The Honorable Daniel Riddick***

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### **COLUMBIA COUNTY**

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**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

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**HAMILTON COUNTY**

(\$1,000 - 2 votes)

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**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

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**LEVY COUNTY**

(\$4,000 - 2 votes)

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**MADISON COUNTY**

(\$3,000 - 2 votes)

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

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**TAYLOR COUNTY**

(\$4,000 - 2 votes)

***Dawn Taylor, Chair***

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**UNION COUNTY**

(\$1,000 - 1 vote)

***Dave Mecusker***

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**WAKULLA COUNTY**

(\$3,000 - 2 votes)

***Diane Bardhi***

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***The Honorable Gail Gilman***

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**THE ORIGINAL FLORIDA TOURISM TASK FORCE  
VOLUNTEERS, CONSULTANTS AND OTHERS**

**as of 10/12/2017**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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***Lois Nevins***

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2017  
Visit Natural North Florida  
Meeting Dates and Counties



Third Thursday of each month, subject to change with advance notice.

|               |                          |
|---------------|--------------------------|
| January 19:   | Alachua                  |
| February 16:  | Suwannee                 |
| March 16:     | Madison                  |
| April 20:     | Jefferson                |
| May 18:       | Levy                     |
| June 15:      | Columbia                 |
| July 20:      | Gilchrist                |
| August 17:    | Taylor                   |
| September 21: | Wakulla                  |
| October 19:   | VISIT FLORIDA            |
| November 16:  | Taylor                   |
| December 21:  | Alachua (Council Office) |

|           |   |
|-----------|---|
| Alachua   | ✓ |
| Bradford  |   |
| Columbia  | ✓ |
| Dixie     |   |
| Gilchrist | ✓ |
| Hamilton  | ✓ |
| Jefferson | ✓ |
| Lafayette |   |
| Levy      | ✓ |
| Madison   | ✓ |
| Suwannee  | ✓ |
| Taylor    | ✓ |
| Union     |   |
| Wakulla   | ✓ |

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