

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Otter Springs Park and Campground
Trenton, FL
Gilchrist County

July 20, 2017
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Paula Vann, Columbia County
Pat Watson, Gilchrist County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Lois Nevins, By All Means Travel
Craig Sheriff, Extreme Adventures
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Susie Page, Lafayette County, Vice-Chair
Jennifer Hand, Hamilton County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Diane Bardhi, Wakulla County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:05 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Nancy Wideman moved and Paula Vann seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE JUNE 15, 2017 MINUTES

Chair Taylor asked for approval of the June 15, 2017 meeting minutes.

ACTION: Pat Watson moved and Ms. Wideman seconded to approve the June 15, 2017 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Report

a. Monthly Financial Report Review and Approval, May 31, 2017

Mr. Mecusker presented the May 31, 2017 monthly financial report.

ACTION: Carol McQueen moved and Paula Vann seconded to table the May 31, 2017 monthly financial report to next month's meeting in order to address:

- 1) **The Prepaid Travel item of \$459.00, the Prepaid Expense item of \$2,282.00 and the Net Income item of -\$82,922.09; and**
- 2) **That Income and Expenses - Budget vs. Actual portion of the financial statement address the Toronto Outdoor and Adventure Show \$12,875.00 overage as well as the NCFRPC-Admin Program Fees 16/17 Over/Under Column which does not reflect the \$1,950.00 expended in May 2017. The motion passed unanimously.**

Chair Taylor requested the Task Force re-visit advance payments for travel show booth staff.

ACTION: Paula Vann moved and Ms. McQueen seconded, with the exception of the Travel Show Coordinator, to not provide advance payments travel show attendees. The motion passed unanimously.

b. Adoption of Revised 2016-17 Budget

Chair Taylor stated that she would call Capital Cities Bank to investigate the possibility of Task Force Bank account charges being waived.

ACTION: Ms. Vann moved and Ms. Wideman seconded to adopt the proposed revised 2016-17 budget. The motion passed unanimously.

ACTION: Ms. McQueen moved and Ms. Vann seconded to seek clarification regarding Task Force Regional Cooperative Marketing Fees under Administration on the Marketing Budget Detail. The motion passed unanimously.

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 the Task Force is in the process of entering into an agreement with Jumpem, LLC for the 2017 Marketing Project.

b. Springs and Bicycle Microsites

Mr. Dopp stated that he has contacted Edwin McCook of the Suwannee River Water Management District regarding Suwannee County bicycle routes.

Mr. Dopp stated that he was concerned the Task Force Regional Rural Development Grant may expire before the bicycle and springs microsites as well as the printed bicycle guide can be updated and reprinted. He therefore requested authorization to spend up to \$6,000.00 for updating and maintaining the bicycle and springs microsites, printing the bicycle guide, printing plastic bags and printing placemats.

ACTION: Ms. Wideman moved and Mr. Mecusker seconded to authorize Mr. Dopp to spend up to \$6,000.00 for updating and maintaining the bicycle and springs microsites, printing the bicycle guide, printing plastic bags and printing placemats. The motion passed unanimously.

c. Blogs

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

d. Photography

Mr. Dopp stated that he would contact Mr. Thompson regarding contacting Task Force members approximately one week prior to photographing their respective counties.

e. Domestic Travel Shows

i. Hershey RV Show

Mr. Dopp reported that the Task Force has rented furniture for the 2017 Hershey RV Show.

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

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

i. Brochure Redesign

Mr. Dopp updated the Task Force on the status of the brochure redesign.

ACTION: Trent Abbott moved and Phyllis Williams seconded to add Baker and Columbia Counties to the brochure map, add Baker and Putnam County to the Visitor Information panel, replace the horse photograph with a photograph of birds, to replace the front panel kayak photo with a better kayak photo and to add logos from the Florida Department of Economic Opportunity to the brochure. The motion passed unanimously.

j. Brochure Printing and Distribution

Mr. Dopp stated that he had published a request for bids for the printing of the brochure.

k. 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

No discussion occurred regarding this agenda item.

l. Professional Organization Memberships

Mr. Dopp stated that the Task Force RidewithGPS membership was renewed in July.

C. Fiscal Year 2017-18 Regional Rural Development Grant

1. Draft Scope of Work

The Task Force agreed by consensus to accept the amended scope of work, to reduce the number of Florida Governor Tourism Conference scholarships from three to one and allocated \$3,600 to acquire copies of the Big Bend Paddling Trail guide from the Florida Fish and Wildlife Conservation Commission.

D. VISIT FLORIDA Grants

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

Mr. Dopp reported that the final report and reimbursement package has been submitted to VISIT FLORIDA,

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

- a. Tentative Listing of Travel Shows and Travel Show Assignments

Mr. Dopp reported that VISIT FLORIDA preferred for the Task Force to exhibit at F.re.e. Messe Munich rather than at Vakantiebours, Utrecht, Netherlands.

Sandy Beach and Mr. Mecusker indicated that they could serve as staff to the F.re.e Messe Munich.

The Committee agreed by consensus to replace Vakantiebours, Utrecht, Netherlands with F.re.e. Messe Munich, to replace Allison Gill with Phyllis Williams for staffing the London Telegraph Bike and Travel Show and to replace Pat Watson, the Alternate for the London Bike and Travel Show, with Donna Creamer.

ACTION: Ms. McQueen moved and Pat Watson seconded to ship collateral material to the exhibit halls of all travel shows to which the Task Force does not drive to. The motion passed unanimously.

E. VISIT FLORIDA Monthly Report

No monthly report was presented from VISIT FLORIDA.

F. Staff Items

1. Status of VISIT FLORIDA Funding

No discussion occurred under this item.

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

The Task Force agreed by consensus to send a letter to the Dixie County Board of County Commissioners signed by both the Task Force Chair and Executive Director requesting identification of Dixie County Task Force members.

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

Mr. Dopp discussed the impact of House Bill 1A on the Task Force with regard to directly benefitting individual businesses, per diem rates, hotel rates, and the filing of an annual report with the Governor, Speaker of the House and President of the Senate.

ACTION: Ms. Vann moved and Ms. McQueen seconded to authorize the expenditure of up to \$500.00 to obtain a legal opinion from the North Central Florida Regional Planning Council attorney regarding the applicability of House Bill 1A to the Task Force. The motion passed unanimously.

4. Per Diem Rates

ACTION: Ms. McQueen moved and Ms. Vann seconded to set the Task Force domestic meal allowance as \$10.00 for breakfast, \$15.00 for lunch and \$25.00 for dinner. The motion passed unanimously.

5. Task Force Voting Representation

No discussion occurred under this item.

6. Flagler Award

Mr. Dopp stated that the Task Force received an email indicating it had won either a Bronze, Silver or Henry award in the Rural County Marketing category for its Ultimate Bicycle Guide microsite.

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

Mr. Dopp stated that Susan Ramsey had informed him that Hamilton County cannot host the Task Force in August. He noted that Ms. Ramsey requested to switch dates with whichever County was hosting the September or October meetings. Mr. Dopp agreed to contact Wakulla County to see if they would be willing to host the August 2017 meeting.

V. LEADERSHIP FORUM

Craig Sheriff, Florida Extreme Adventures presented the Sea to Sea Adventure Race which his company is producing.

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., August 17, 2017 at a location to be determined in a county to be determined.

The meeting adjourned at 2:10 p.m.

Dawn Taylor, Chair

8/21/17
Date

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