

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Steinhatchee Landing
Steinhatchee, FL
Taylor County

August 17, 2017
10:00 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Diane Bardhi, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Roland Loog
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County
Rod Butler, Columbia County
Martin Pierce, Dixie County
Pat Watson, Gilchrist County
Jennifer Hand, Hamilton County
Susan Ramsey, Hamilton County
Trent Abbott, Madison County
Teena Peavey, Suwannee County
Dave Mecusker, Union County, Treasurer
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:13 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

III. APPROVAL OF THE JULY 20, 2017 MINUTES

Chair Taylor asked for approval of the July 20, 2017 meeting minutes.

ACTION: Phyllis Williams moved and Ms. Wideman seconded to approve the July 20, 2017 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Revised May 31, 2017 Monthly Financial Report

Steven Dopp presented the revised May 31, 2017 monthly financial report.

ACTION: Sandy Beach moved and Carol McQueen seconded to table the May 31, 2017 monthly financial report to the September 21, 2017 meeting in order to receive Treasurer Dave McCusker's comments. The motion passed unanimously.

b. June 30, 2017 Monthly Financial Report

Mr. Dopp presented the June 30, 2017 monthly financial report.

ACTION: Ms. Richardson moved and Ms. McQueen seconded to approved the June 30, 2017 monthly financial report as circulated. The motion passed unanimously.

c. Adoption of Fiscal Year 2017-18 Task Force Budget

Mr. Dopp presented the revised 2017-18 proposed budget which was distributed at the meeting.

ACTION: Ms. McQueen moved and Alvin Jackson seconded for staff to prepare a revised 2016-17 budget to identify Unrestricted Reserve Fund Contributions as per the revised 2017-18 budget distributed at the meeting. The motion passed unanimously.

ACTION: Mr. Jackson moved and Ms. Richardson seconded to approve the revised 2017-18 budget as circulated. The motion passed unanimously.

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

1. Approval of 2nd Quarter Regional Report and Reimbursement Submittal Package

Mr. Dopp presented the 2nd Quarter regional report and reimbursement package.

ACTION: Paula Vann moved and Ms. Wideman seconded to approve the Florida Department of Economic Opportunity Regional Rural Development Grant second quarter report and reimbursement request as circulated. The motion passed unanimously.

a. Website Enhancements and Digital Advertising Campaign

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

Mr. Dopp discussed the selection of metropolitan areas for the digital advertising campaign. The Committee agreed by consensus to prioritize metropolitan areas at which the Task Force is scheduled to exhibit at travel shows as well as Florida metropolitan areas. The Task Force agreed by consensus for Mr. Dopp to consult with Jumpem, LLC, and Ms. Vann, Marketing Committee Chair, regarding the selection of metropolitan areas and for Ms. Vann to approve the final selection of metropolitan areas.

b. Springs and Bicycle Microsites

Mr. Dopp stated that he has not received any information from Edwin McCook of the Suwannee River Water Management District regarding Suwannee County bicycle routes.

c. Blogs

Mr. Dopp stated that Tommy Thompson, Two Tree, Inc., is writing blogs under the new blogging contract.

d. Photography

Mr. Dopp stated that Mr. Thompson, Two Tree, Inc., is photographing the region.

e. Domestic Travel Shows

i. Hershey RV Show

Mr. Dopp reported that exhibitor badges for the 2017 Hershey RV Show have been received and forwarded to Donna Creamer, Task Force Travel Show Coordinator.

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 the VisaVue spring quarter report has been received.

i. Brochure Redesign

i. Selection of Cover for Regional Brochure

The Committee agreed by consensus to select the “Blue Kayak” option for the front panel of the redesigned regional brochure.

ii. Regional Brochure Printer Bid Award

Mr. Dopp presented the results of the Request for Bids. He noted that Chocklett Press of Roanoke, Virginia proposed to print the most brochures for the advertised cost.

ACTION: Ms. Beach moved and Ms. Richardson seconded to authorize staff to enter into a contract with Chocklett Press for the printing of the brochure and, if unable to enter into a contract with Chocklett Press, to enter into a contract with Interprint of Clearwater, Florida for the printing of the brochure. The motion passed unanimously.

j. Brochure Distribution

Mr. Dopp stated that the two Task Force brochure distribution companies continue to distribute brochures in accordance with their contracts with the Task Force.

k. Scholarships

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

Mr. Dopp stated that the Task Force has now received reimbursement requests from all scholarship recipients.

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 annual membership with VISIT FLORIDA has been renewed.

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 on the VISIT FLORIDA for the 2016-17 Partnership Program.

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

Diane Bardhi stated that she was resigning from her position with the Wakulla County Tourist Development Council and is unable to serve as booth staff for the Atlanta Camping and RV Show as well as the Philadelphia Travel and Adventure Show.

The Committee agreed by consensus to replace Ms. Bardhi with Ms. McQueen for the Atlanta Camping and RV Show and Roland Loog for the Philadelphia Travel and Adventure Show.

Ms. Taylor expressed concerns regarding the use of automobiles by booth staff to travel shows located at a greater distance than Atlanta.

Mr. Dopp stated that he would raise the issue with VISIT FLORIDA.

E. VISIT FLORIDA Monthly Report

Brenna Dacks presented the monthly report 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

Ms. Dopp stated that the Task Force sent 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.

Russ McCallister stated that the Dixie County Board of County Commissioners will appoint its members at its next regularly-scheduled meeting.

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

Mr. Loog agreed to request a copy of the Alachua County Attorney's Office written opinion of the impact of the legislation on the Alachua County Tourist Development Council.

4. Florida Outdoor Writers Association 2016 Excellence in Craft Award

Tommy Thompson, Two Tree, Inc., announced that the Task Force had received a second place award from the Florida Outdoor Writers Association for the Task Force website.

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

No changes were made to Task Force meeting dates and locations.

V. LEADERSHIP FORUM

No leadership forum was held.

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., September 21, 2017 at a location to be determined in Wakulla County.

The meeting adjourned at 1:40 p.m.



Dawn Taylor, Chair

9/21/17
Date

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