

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.re.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.re.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.