

**MINUTES OF**  
*The Original Florida*  
**TOURISM TASK FORCE**

VISIT FLORIDA  
Tallahassee, FL  
Leon County

October 19, 2017  
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Will Sexton, Bradford County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Susan Ramsey, Hamilton County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Susie Page, Lafayette County, Vice-Chair  
Carol McQueen, Levy County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Roland Loog, Volunteer  
Lois Nevins, By All Means Travel  
Sean Plemons, Visit Gainesville  
Joanna Price, VISIT FLORIDA  
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Julie Waldman, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Pat Watson, Gilchrist County  
Jennifer Hand, Hamilton County  
Trent Abbott, Madison County  
Alvin Jackson, Suwannee County  
Sandy Beach, Taylor 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 10:02 a.m. and called for introductions.

**II. APPROVAL OF THE AGENDA**

Chair Taylor requested approval of the meeting agenda.

**ACTION:** Nancy Wideman moved and Katrina Richardson to approve the agenda as circulated.  
The motion passed unanimously.

### III. APPROVAL OF THE SEPTEMBER 21, 2017 MEETING MINUTES

Chair Taylor asked for approval of the September 21, 2017 meeting minutes.

**ACTION: Ron Gromoll moved and Russ McCallister seconded to approve the minutes as circulated. The motion passed unanimously.**

### IV. OLD BUSINESS

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

##### 1. Scope of Work

Steven Dopp reported that the Task Force has submitted first and second quarter reimbursement packages to the Florida Department of Economic Opportunity but has not yet received the reimbursement payment. He noted that the Department disallowed reimbursement for the VisaVue subscription as well as brochure distribution. Mr. Dopp noted that he had requested a contract amendment to include brochure distribution for the third and fourth quarters.

##### 2. Fall 2017 eNewsletter

Mr. Dopp reported that the Fall eNewsletter was distributed in late September 2017.

##### 3. Authorization to Reprint Suwannee River Wilderness Trail Paddling Guide

Mr. Dopp stated that the Task Force has \$21,000 in undesignated Regional Rural Development Grant Funds. He recommended using the funds to reprint the Suwannee River Wilderness Trail Paddling Guide. Mr. Dopp stated that quotes had been solicited from three printers. Mr. Dopp noted that Allegra Altamonte Springs was the lowest bidder and recommended entering into a contract with Allegra Altamonte Springs to print the paddling guides.

**ACTION: Ms. Wideman moved and Susie Page seconded to reprint the Suwannee River Wilderness Trail Paddling Guide and to authorize the Executive Director to enter into a contract with Allegra Altamonte Springs for \$21,000.00 to print 5,300 copies of the paddling guide. 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.

B. Fiscal Year 2017-18 Regional Rural Development Grant

1. Authorization to Submit Grant Application

Mr. Dopp discussed the proposed revised Scope of Work included in the meeting packet for the grant application. He stated that, due to substantial changes to the proposed Scope of Work since the last meeting, the Task Force should reconsider the revised proposed Scope of Work and authorize the submittal of the 2017-18 Regional Rural Development Grant application with the revised Scope of Work.

**ACTION: Ms. Wideman moved and Ms. Wideman seconded to authorize the preparation of the Fiscal Year 2017-18 Regional Rural Development Grant application, to authorize staff to submit the application to the Florida Department of Economic Opportunity with the proposed revised Scope of Work as circulated. The motion passed unanimously.**

C. 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 has received a \$40,000 contract advance payment from VISIT FLORIDA for the 2017-18 travel show season.

a. Travel Shows and Travel Show Assignments

The Task Force agreed by consensus to assign Donna Creamer as the Alternate for F.r.e.e Messe Munich and Dawn Taylor as the Alternate for the Toronto Outdoor and Adventure Show.

V. New Business

A. VISIT FLORIDA Rural Area of Opportunity Partnership

Brenna Dacks presented an overview of VISIT FLORIDA marketing opportunities.


VI. LEADERSHIP FORUM

Tommy Thompson gave a presentation regarding tips and pointers for making presentations at travel shows.

**Date and Location of Next Meeting**

The next regular meeting is scheduled for 10:00 a.m., November 16, 2017 at the Taylor County Chamber of Commerce in Perry, Florida.

**The meeting adjourned at 1:35 p.m.**

  
Dawn Taylor, Chair

11/16/17  
Date

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