

Putnam Lodge
15487 U.S. Highway 19, Cross City, FL
Dixie County

November 15, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Susan Ramsey, Hamilton County
Mariela Garcia-Rendon, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Trent Abbott, Madison County
Tisha Whitehurst, Levy County
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Rita Dopp, Columbia County
Cody Gray, Columbia County
Tourist Development Council
Cheyenne Hutchinson, Dixie County
Tourist Development Council
Roland Loog, Volunteer
Nancy Moreland, ConveyMore
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp
Scott Koons

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, Senior Planner, recommended that items IV.A, The Original Florida Tourism Task Force Overview Presentation and IV.B., Regional Rural Development Grant Proposed Legislation be removed from the agenda and that V, Leadership Forum: The Honorable Bill Montfort, be replaced by A History of Putnam Lodge, presented by Ed Pivacek, co-owner of Putnam Lodge.

ACTION: Katrina Richardson moved and Nancy Wideman seconded to remove agenda items IV.A., The Original Florida Tourism Task Force Overview Presentation; and IV.B., Regional Rural Development Grant Proposed Legislation, from the agenda and to replace V., Leadership Forum: The Honorable Bill Montfort, with A History of Putnam Lodge, presented by Ed Pivacek, co-owner of Putnam Lodge. The motion passed unanimously.

III. APPROVAL OF THE OCTOBER 18, 2018 MINUTES

Chair Taylor asked for approval of the October 18, 2018 meeting minutes.

ACTION: Patricia Watson moved and Teena Peavey seconded to list Phyllis Williams as absent, rather than present, and to approve the October 18, 2018 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

C. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, September 2018

Mr. Dopp presented the September 2018 Monthly Financial Report.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to approve the September 2018 monthly financial report as circulated. The motion passed unanimously.

b. Revised Fiscal Year 2017-18 Budget Review and Approval

Mr. Dopp presented the Revised Fiscal Year 2017-18 Budget.

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

D. Fiscal Year 2017-18 Regional Rural Development Grant

1. Approval of Third Quarter Report and Reimbursement Submittal Package

Mr. Dopp presented the third quarter report and reimbursement request included in the Task Force meeting packet.

ACTION: Ms. Richardson moved and Ms. Wideman seconded to approve the Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant third quarter report and reimbursement request. The motion passed unanimously.

2. Scope of Work

- a. Topic-Centered Microsites Modifications - Authorization to Add Google Maps to Headers and Enter into Contract with Jumpem, LLC

Mr. Dopp stated that the Task Force is projected to have \$2,414.99 in unexpended Fiscal Year 2017-18 Regional Rural Development Grant funds. He recommended that the Task Force allocate \$2,000.00 of those funds for the addition of searchable Google Maps to the header sections of attractions, and authorize staff to enter into a contract with Jumpem, LLC for the placement of searchable Google Maps in the header section of attractions on the Task Force website.

ACTION: Carol McQueen moved and Ms. Peavey seconded to allocate \$2,000.00 of Fiscal Year 2017-18 Regional Rural Development Grant funds for the addition of searchable Google Maps to the header sections of attractions and authorize staff to enter into a contract with Jumpem, LLC for the placement of searchable Google Maps in the header section of attractions on the Task Force website. The motion passed unanimously.

- b. In-House Brochure Printing - Authorization to Print In-House Brochures

Mr. Dopp recommended that the Task Force allocate \$414.99 of Fiscal Year 2017-18 Regional Rural Development funds for in-house printing of brochures by the North Central Florida Regional Planning Council and authorize staff to print the brochures.

ACTION: Ms. McQueen moved and Ms. Peavey seconded to allocate \$414.99 of Fiscal Year 2017-18 Regional Rural Development Grant funds for in-house printing of brochures by the North Central Florida Regional Planning Council and authorize staff to expend the \$414.99 for the in-house printing of brochures. The motion passed unanimously.

- c. UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that he had not received additional leads this month from the advertisement.

- d. Florida Park Ranger App Advertisement

No discussion occurred under this agenda item.

- e. VISIT FLORIDA Transportation Map Advertisement

No discussion occurred under this agenda item.

f. VISIT FLORIDA Travel Planner Co-op Advertisement.

Mr. Dopp stated that Miles Partnership had added a gray mask to the background photograph and that a copy of the VISIT FLORIDA Travel Planner Co-op advertisement was included in the Task Force meeting packet.

E. Fiscal Year 2018-19 Regional Rural Development Grant

1. Deliverables and Costs

Mr. Dopp stated that the Fiscal Year 2018-19 Regional Rural Development Grant application had been submitted to the Florida Department of Economic Opportunity. He further stated that he has not received any correspondence from the Department regarding the application.

2. Selection of Six Towns for Blog Write-ups and Additional Town Landing Pages

Mr. Dopp recommended that the Task Force add High Springs, Micanopy, St. Marks, Steinhatchee, White Springs and Williston to the Places to Go section of the Task Force website.

ACTION: Ms. Richardson moved and Ms. Watson seconded to add High Springs, Micanopy, St. Marks, Steinhatchee, White Springs and Williston to the Places to Go section of the Task Force website. The motion passed unanimously.

3. Authorization to Issue a Request for Proposals for the 2019 Marketing Project and to Authorize Marketing Committee to Rank Proposers, Authorization to Enter into Contract with Highest-Ranking Proposer

Mr. Dopp presented the 2019 Marketing Project. He recommended that additional website enhancements be included as part of the 2019 Marketing Project. He noted that the website enhancements will result in the header pages of individual attractions containing either a Google map showing the location of the attraction or, at the option of the Task Force, a graphic image selected by the Task Force which is unique to the featured attraction. Mr. Dopp also recommended that the 2019 Marketing Project website enhancements include modifications to the travel planner section of the website to allow users to save travel their itineraries.

ACTION: Ms. Watson moved and Ms. Richardson seconded to authorize the publication of a Request for Proposals for the 2019 Marketing Project, to authorize the Marketing Committee to rank the proposers, and to authorize staff to enter into a contract with the highest-ranking proposer. The motion passed unanimously.

4. Authorization to Enter into a Contract with Two Tree, Inc. for Blog Posting on Task Force Website during 2019

Mr. Dopp requested authorization for staff to enter into a contract with Two Tree, Inc. for the amount of \$5,100 for posting blogs on the Task Force website during 2019.

ACTION: Will Sexton moved and Ms. Wideman seconded to authorize staff to enter into a contract with Two Tree, Inc. in the amount of \$5,100 for posting blogs on the Task Force website during 2019. The motion passed unanimously.

5. Authorization to Enter into a Contract with Nancy Moreland for Six Town Blogs

Mr. Dopp requested authorization for staff to enter into a contract with Nancy Moreland for the amount of \$2,498 for posting six town blogs on the Task Force website during 2019.

ACTION: Ms. Peavey moved and Ms. McQueen seconded to authorize staff to enter into a contract with Nancy Moreland for the amount of \$2,498 for posting six town blogs on the Task Force website during 2019. The motion passed unanimously.

6. Authorization to enter into Contracts with Florida Suncoast Distributors and CTM Media Group for Distribution of Task Force Brochures

Mr. Dopp requested authorization for staff to enter into contracts with Florida Suncoast Distributors for the amount of \$6,000 and CTM Media Group for an amount not to exceed \$6,000 for the distribution of Task Force brochures during 2019.

ACTION: Ms. Watson moved and Ms. Peavey seconded to authorize staff to enter into contracts with Florida Suncoast Distributors for the amount of \$6,000 and CTM Media Group for an amount not to exceed \$6,000 for the distribution of Task Force brochures during 2019. The motion passed unanimously.

6. Authorization to enter into a Contract with Steven Dopp for Website Maintenance and Enhancement

Mr. Dopp requested authorization for staff to enter into contracts with Steven Dopp for the amount of \$2,498 for Website Maintenance and Enhancement during 2019.

ACTION: Ms. Wideman moved and Ms. Williams seconded to authorize staff to enter into a contract with Steven Dopp for the amount of \$2,498 for Website Maintenance and Enhancement during 2019. The motion passed unanimously.

F. Fiscal Year 2019-20 Regional Rural Development Grant

1. Proposed Deliverables and Costs

Mr. Dopp presented a proposed list of deliverables and estimated costs for the Fiscal Year 2019-20 Regional Rural Development Grant.

It was agreed by consensus to add to the list \$2,500 for the development of town blogs by Nancy Moreland.

G. VISIT FLORIDA Grants

1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program

- a. Posters, Media Kits, GoPros, Table Runners and Cardboard Brochure Holders

Mr. Dopp reported that the Task Force had purchased media kits and posters. Mr. Dopp displayed the printed fabric posters.

- b. Selection of Towns/Counties for Video Shoots

Mr. Dopp recommended that the Task Force select the towns of Mayo, Starke and White Springs for the creation of new website videos.

ACTION: Ms. Richardson moved and Mr. Sexton seconded to:

1) Select Mayo and Starke for the creation of new website videos;

2) Select White Springs for the creation of a new website video provided that Hamilton County agrees to replace Jasper with White Springs as the highlighted Hamilton County town in the Places to Go section of the Task Force website; and

3) Should Hamilton County not agree to replace Jasper with White Springs, to select Perry for the creation of a new website video.

The motion passed unanimously.

I. VISIT FLORIDA Monthly Report, Brenna Dacks

Mr. Dopp presented the VISIT FLORIDA monthly report.

J. Staff Items

1. 2019 America Journal Print Advertisement Opportunity

Mr. Dopp presented an advertisement opportunity from America magazine which was included in the Task Force meeting packet.

2. 2019 VISIT FLORIDA European Travel Guide Advertisement Opportunity

Mr. Dopp presented an advertisement opportunity from VISIT FLORIDA for their European Travel Guide which was included in the Task Force meeting packet.

3. Trademark "Nature is Our Theme Park"

Mr. Dopp recommended that the Task Force trademark "Nature is Our Theme Park."

ACTION: Ms. Wideman moved and Ms. Richardson seconded to authorize staff to file a trademark application for "Nature is Our Theme Park" and "Nature's Theme Park" with the U.S. Patent and Trademark Office. The motion passed unanimously.

K. Other Old Business

1. 2019 Meeting Dates and Location

Ms. Richardson requested that Jefferson County host the April Task Force meeting. Ms. Williams requested that Madison County host the May Task Force meeting. Craig Colton requested that Lafayette County host the August Task Force meeting.

ACTION: Ms. McQueen moved and Ms. Richardson seconded to amend the Task Force 2019 meeting location schedule by having Jefferson County host the April meeting, Madison County host the May meeting and Lafayette County host the August meeting. The motion passed unanimously

2. Updated Task Force Member Contact Information

Task Force member contact information was updated based on requests by Task Force members.

V. Leadership Forum: Ed Pivacek - History of Putnam Lodge

Ed Pivacek, co-owner of Putnam Lodge, made a presentation regarding the history of Putnam Lodge.

The meeting adjourned at 2:00 p.m.


Dawn Taylor, Chair

1/17/19
Date

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