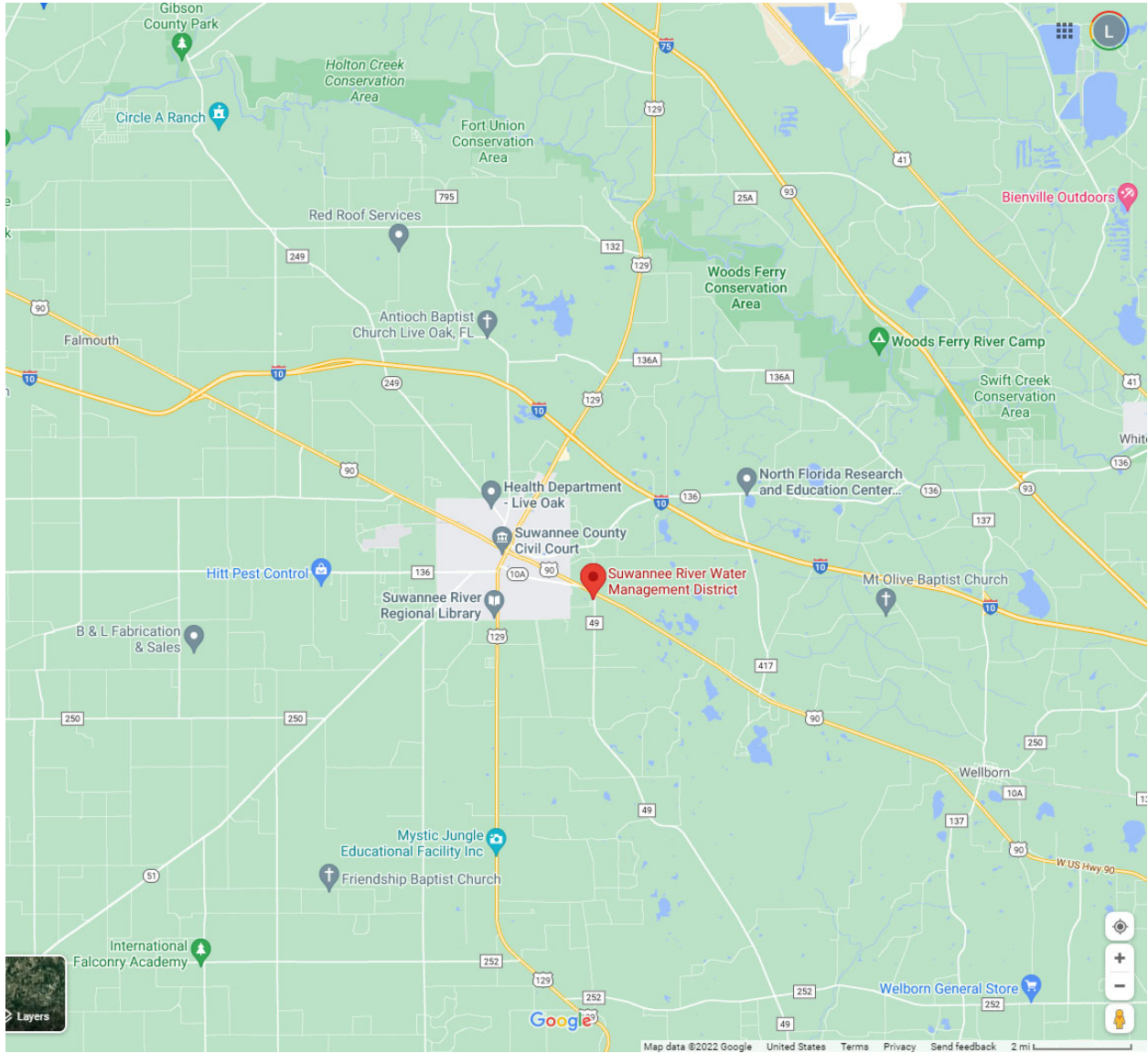




## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 24, 2022**. The meeting will be held at the **Suwannee River Water Management District Office, 9225 County Road 49, Live Oak, Florida**, beginning at **10:00 a.m.**



**Suwannee River Water Management District Office**  
**9225 County Road 49**  
**Live Oak, FL 32060**



**TOURISM TASK FORCE  
Meeting Agenda**

**Suwannee River Water Management District Office  
9225 County Road 49, Live Oak, FL  
Suwannee County**

**February 24, 2022  
Thursday, 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of November 18, 2021 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Reports Review and Approval	
(1) October 31, 2021	9
(2) November 30, 2021	27
(3) December 31, 2021	43
B. Fiscal Year 2020-21 Regional Rural Development Grant	
1. Website	
2. e-newsletter	67
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
10. Approval of Fourth Quarter Report and Reimbursement Submittal Package	71
C. Fiscal Year 2021-22 Regional Rural Development Grant	81
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	

- D. VISIT FLORIDA -
1. Monthly Report
  2. Florida Huddle 2022 Report
  3. Adventure Travel / Ecotourism Marketing Program Report
  4. VISIT FLORIDA Influencer Report
- E. Staff Items -
1. Travel Show Coordinator Agreement Fiscal Year 2021-22
  2. Cooperative Regional Marketing Fee Fiscal Year 2021-22
  3. LIVE! In Tallahassee
  4. Senate Bill 1898 / House Bill 6075 - Tourist Development Tax (Marketing) 83
  5. Senate Bill 434 / House Bill 489 - VISIT FLORIDA 93
  6. Senate Bill 1542 / House Bill 673- Tourist Development Tax (Law Enforcement) 97
- F. Other Old Business
1. Updated Task Force Member Contact Information 105
  2. 2022 Meeting Dates and Locations 111
- G. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: TBD
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on March 17, 2022 in Wakulla County at a location to be determined.