

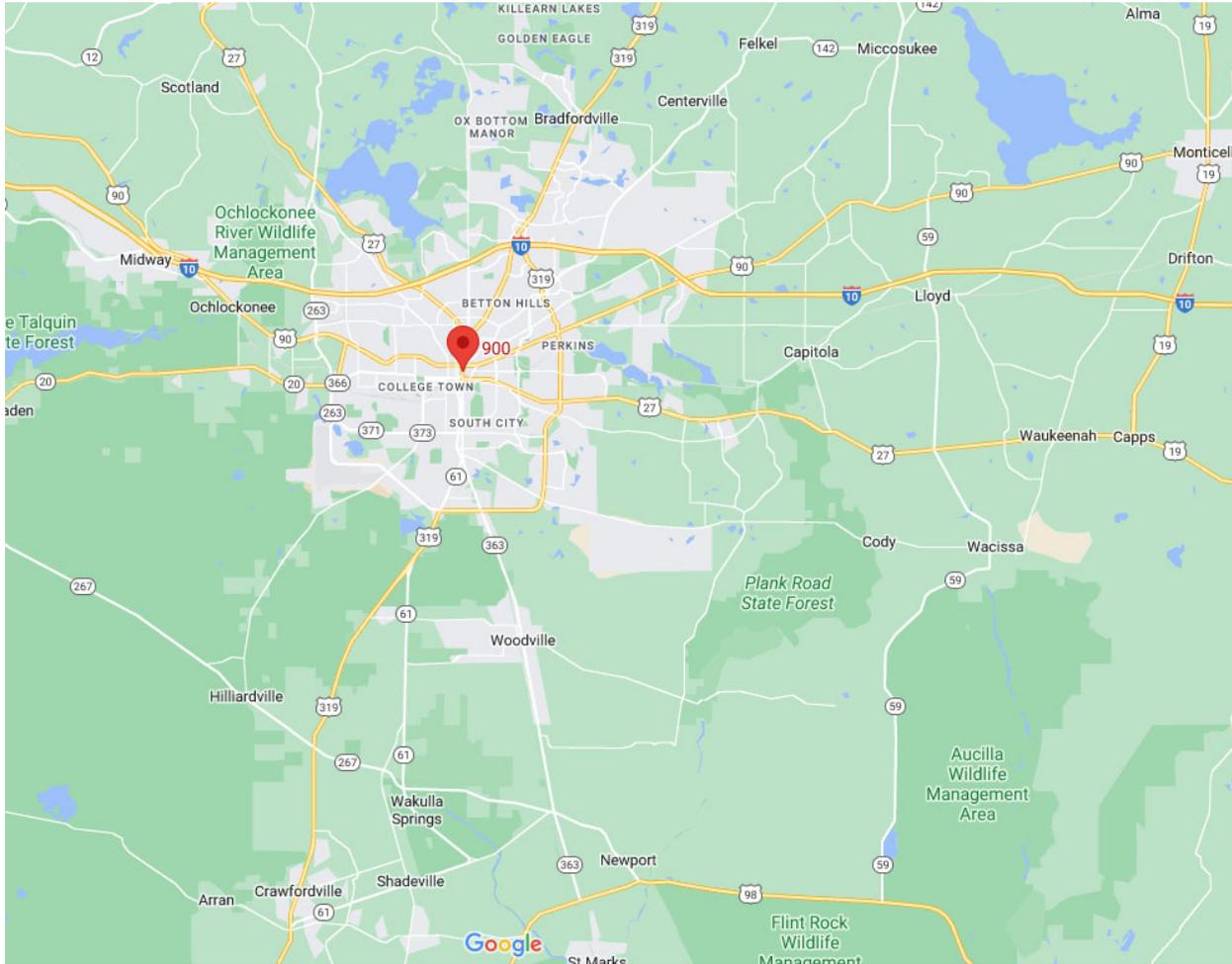


## MEETING NOTICE

There will be a hybrid meeting of the Original Florida Tourism Task Force on **July 20, 2023**. The meeting will be held in-person at the **VISIT FLORIDA Office, 101 North Monroe Street, #900, Tallahassee, Florida**, beginning at **10:00 a.m.** and via communications media technology.

**Meeting Link:** <http://meet.google.com/nto-rcxf-bar>

**Telephone:** 1 423-491-5656, **PIN:** 358 947 479#



**VISIT FLORIDA Office**  
**101 North Monroe Street, #900**  
**Tallahassee, FL 32301**

*TheOriginal Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**VISIT FLORIDA Office  
101 North Monroe Street, #900, Tallahassee, FL and  
Via Communications Media Technology**

**July 20, 2023  
Thursday, 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of June 15, 2023 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval - May 31, 2023	7
2. Nominating Committee	
B. Fiscal Year 2022-23 Regional Rural Development Grant	21
1. Website	
2. e-newsletter	
3. Domestic Travel Shows	
4. Advertising Campaign	
5. Scholarships - Florida Governor's Conference on Tourism	
6. Professional Organization Memberships	
C. VISIT FLORIDA	
1. Monthly Report	
D. Staff Items	
E. Other Old Business	
1. Update Task Force Member Contact Information	23
2. Task Force 2023 Meeting Schedule and County Assignments	27
F. Announcements	

V. NEW BUSINESS

A. Cooperative Regional Marketing Fee (Membership Dues) 29

VI. Leadership Forum - Email Marketing Best Practices  
Adrienne Glass, Advance Travel & Tourism

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on August 17, 2023 in Suwannee County at the Spirit of Suwannee Music Park.