

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Holiday Inn Hotel and Suites
Lake City, FL
Columbia County

February 15, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Nancy Bednarek, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Tisha Whitehurst, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair

OTHERS PRESENT

Alden Rosner, Columbia County
Tourist Development Council
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
Charissa Setzer, Suwannee County
Tourist Development Council

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County*
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Susan Ramsey, Hamilton County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County*
Dave Mecusker, Union County, Treasurer
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:07 a.m. and called for introductions.

* Attending travel trade show representing The Original Florida Tourism Task Force.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Nancy Wideman moved and Sandy Beach seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE JANUARY 18, 2018 MINUTES

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

ACTION: Ms. Wideman moved and Ms. Beach seconded to amend the minutes to note that Ms. Wideman was present and to approve the January 18, 2018 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, December 31, 2017

Steven Dopp presented the December 31, 2017 monthly financial report.

ACTION: Ms. Beach moved and Russ McCallister seconded to include invoices and related documentation in future monthly financial reports for all credit card purchases. The motion passed unanimously.

ACTION: Katrina Richardson moved and Teena Peavey seconded to approve the December 31, 2017 monthly financial report as circulated. The motion passed unanimously.

b. Vendor Ranking and Selected Vendor for 2018 Marketing Project

Chair Taylor reported that the Marketing Committee met earlier today and approved the final vendor ranking for the 2018 Marketing Project. She stated that Jumpem, LLC, was the highest ranking vendor and, as authorized by the Task Force at its November 16, 2017 meeting, staff will negotiate a contract with Jumpem, LLC.

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

1. Approval of 4th Quarter Report and Reimbursement Submittal

Mr. Dopp presented the 4th quarter report and reimbursement package.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to approve the Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant 4th Quarter Report and Reimbursement Submittal as circulated. The motion passed unanimously.

C. Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant

1. Scope of Work

Mr. Dopp stated that the Task Force had received the Florida Department of Economic Opportunity contract for the Fiscal Year 2017-18 Regional Rural Development Grant.

2. Deliverables and Cost Estimates

Mr. Dopp discussed the revised list of deliverables and cost estimates included in the meeting packet. He noted that the revised cost estimates reflect the funding changes the Task Force has made since the submittal of the grant application.

3. 2018 Marketing Project

Mr. Dopp stated that he will contact Jumpem, LLC, and negotiate a contract for 2018 the project.

4. Pseudo Reservation System

Mr. Dopp stated that Jumpem, LLC, has already developed a simple pseudo-reservation system for the Task Force. He stated that the system is an empty shell that needs data entry from the Task Force before it is visible on the website.

5. Parks and Paddling Microsites

Mr. Dopp stated that a volunteer intern is developing material for the parks microsite. He anticipates that the microsite will be similar to the existing bicycle microsite.

Mr. McCallister advised that the microsites should include legal liability disclaimer statements.

6. Task Force Video

No action was taken on this agenda item.

7. Website Blogs - Nancy Moreland Blogger Update

Mr. Dopp reported that he had been in contact with Ms. Moreland and that she had declined the offer to post blogs on the Task Force website.

8. Bicycle Routes - Review and Update

No action was taken on this agenda item.

9. Springs Guide - Review and Update

No action was taken on this agenda item.

10. VisaVue, Domestic and International Editions

No action was taken on this agenda item.

11. Big Bend Saltwater Paddling Trail Guide Purchase

Mr. Dopp reported that the Task Force purchased 100 copies of the Big Bend Saltwater Paddling Trail Guide from the Florida Wildlife Conservation Foundation.

12. In-house Brochure Printing

No action was taken regarding this agenda item.

13. Domestic Travel Shows

It was agreed by consensus that the Task Force will not exhibit at the 2018 Hershey RV Show.

Mr. Dopp asked Task Force members to forward to him additional domestic travel shows at which the Task Force could exhibit.

14. Advertising Campaign

a. unDiscovered Florida Co-op Advertisement

Mr. Dopp stated that co-op advertisement participants should have been contacted by Terri Tonkin of Worth Media regarding their advertisements. He also requested participants to forward their advertisements to Sean Plemons at Visit Gainesville who is designing the advertisement.

15. Brochure Distribution

Mr. Dopp stated that the Task Force has entered into a contract with Florida Suncoast Tourism for distribution of the Task Force brochure within the state of Florida. Mr. Dopp also stated that the Task Force has entered into a contract with CTM Media Group for brochure distribution along I-75 from Lake City to Atlanta.

16. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference

Task Force members indicated that Katrina Richardson, Phyllis Williams, Christina Walker, Sandy Beach, Paula Vann, Pat Watson, Charissa Seltzer, Tisha Whitehurst indicated an interest in attending Marketing College this year.

17. Professional Organization Memberships

No action was taken regarding this agenda item.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Program

The Task Force agreed by consensus to purchase white plastic bags with a two-color logo using VISIT FLORIDA promotion funds.

Chair Taylor distributed a draft brochure featuring Visit Natural North Florida beaches. She requested Task Force members review the brochure and forward any recommended changes to her. Chair Taylor also stated that she would produce a number of the brochures for distribution at travel shows.

Mr. Dopp stated that he had developed paddling reservation forms to take to travel shows. He stated that booth staffs can use these forms to receive serious inquiries from potential paddlers. He further stated that the inquiries can be forwarded to applicable paddling guides.

Ms. Beach suggested the Task Force also develop an inquiry form similar to reader service response cards found in magazines. She stated that they could also be taken to travel shows for visitors to fill in and be distributed by Task Force staff to appropriate county destination marketing organizations.

Will Sexton stated that he would prefer to shorten the tag line from "Where Nature is Our Theme Park" to "Nature is Our Theme Park." It was agreed by consensus to use "Nature is our Theme Park" as the Task Force tagline.

Chair Taylor stated that Donna Creamer has not been reimbursed for her airfare for the Washington, DC Travel and Adventure Show and the New York Times Travel Show as she purchased economy comfort plus seating. Chair Taylor stated that Ms. Creamer should be reimbursed for the full cost of the airfare by the Task Force.

Mr. Dopp stated that the state travel manual allows reimbursement for economy seating, not economy comfort plus seating. He further stated that if Ms. Creamer can provide documentation of the difference between her economy comfort plus seat airfare and an economy seat airfare that the Task Force could reimburse her for the amount of the economy airfare.

Chair Taylor requested Mr. Dopp to email travel show exhibitors reimbursement policies and procedures for economy airfare versus economy comfort plus airfare. She further stated that the email should clearly state that documentation of the difference in price between economy comfort plus airfare and economy airfare must be provided or the airfare will not be reimbursed.

a. Washington, DC Travel and Adventure Show Report

No discussion occurred regarding this agenda item.

b. Atlanta Camping and RV Show Report

Roland Loog reported on the Atlanta Camping and RV Show.

c. Boston Globe Travel Show Report

Sandy Beach reported on the Boston Globe Travel Show. Ms. Beach recommended that persons inside Task Force booths should be limited to Task Force-designated Travel Show representatives.

Chair Taylor stated that she would ask Ms. Creamer to communicate to future Task Force booth exhibitors that persons within the booth be limited to persons knowledgeable of tourism attractions and facilities of the region and who are actively engaged with promoting the region.

Mr. Dopp stated that he would obtain a copy of the Visit Gainesville/Alachua County job description for travel show attendees.

Mr. Dopp stated that he would ask an intern to develop a theme-based listing of tourist attractions within the region.

d. Travel Shows and Travel Show Assignments

The Task Force agreed by consensus to appoint Mr. McCallister as the Alternate for the Midwest Mountaineering Spring Expo.

E. VISIT FLORIDA Monthly Report

No monthly report was provided by VISIT FLORIDA.

F. Staff Items

1. House Bill 1103 and Senate Bill 1646 Update

Mr. Dopp updated the Task Force on the status of House Bill 1103 and Senate Bill 1646.

2. Fiscal Year 2018-19 Regional Rural Development Grant

The Task Force reviewed potential projects to be included in the Fiscal Year 2018-19 Regional Rural Development Grant application.

3. Unpaid 2017-18 Regional Cooperative Marketing Fees

Mr. Dopp updated the Task Force regarding member counties which have not yet paid their 2017-18 Regional Cooperative Marketing Fees.

G. Other Old Business

1. Updated Task Force Member Contact Information

Mr. Dopp stated that Tisha Whitehurst was appointed a Task Force member by the Levy County Board of County Commissioners.

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum:

No Leadership Forum was held.

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., March 15, 2018 at a location to be determined in Suwannee County.

The meeting adjourned at 2:00 p.m.


Dawn Taylor, Chair

3/15/18
Date

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