

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Freedom Community Center at Veterans Memorial Park
Gainesville, FL
Alachua County

January 18, 2018
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Nancy Bednarek, Dixie County
Patricia Watson, Gilchrist County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Julie Waldman, Alachua County
Will Sexton, Bradford County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Susie Page, Lafayette County, Vice-Chair
Trent Abbott, Madison County
Alvin Jackson, Suwannee County*
Gail Gilman, Wakulla County

OTHERS PRESENT

Kevin Awe, Jumpem, LLC
Brack Barker, Wild Florida Adventures
Brenna Dacks, VISIT FLORIDA
Robert Gitzen, Florida Department of
Economic Opportunity
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
Dennis Plunkett, Jumpem, LLC
Charissa Setzer, Suwannee County
Tourist Development Council
Tommy Thompson, Two Tree, Inc.
Tisha Whitehurst, Levy County
Tourist Development Council

STAFF PRESENT

Steven Dopp
Scott Koons
Lorenza Ponder

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:06 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.

Steven Dopp requested that Florida Tourism Day be added to the agenda as item IV.E.4. He also requested to move agenda item IV.B.2., Website Enhancements and Digital Advertising Campaign Update - Presentation, to immediately after agenda item III, Approval of the November 16, 2017 Meeting Minutes.

ACTION: Katrina Richardson moved and Dave Mecusker seconded to amend the agenda to add Florida Tourism Day as agenda item IV.E.4. and to move agenda item IV.B.2., Website Enhancements and Digital Advertising Campaign Update - Presentation, to immediately after item III, Approval of the November 16, 2017 Meeting Minutes, and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE NOVEMBER 16, 2017 MINUTES

Chair Taylor asked for approval of the November 16, 2017 meeting minutes.

ACTION: Paula Vann moved and Ms. Richardson seconded to approve the November 16, 2017 minutes as circulated. The motion passed unanimously.

ACTION: Dave Mecusker moved and Nancy Wideman seconded for minutes to notate when members are absent from meetings due to their attendance at travel trade shows representing The Original Florida Tourism Task Force. The motion passed unanimously.

IV. OLD BUSINESS

A. Website Enhancements and Digital Advertising Campaign Update - Presentation

Kevin Awe and Dennis Plunkett of Jumpem, LLC., presented the website enhancements and results of the 2017 Marketing Project.

B. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

1. October 31, 2017
2. November 30, 2017

The Task Force agreed by consensus to group these items for purposes of review. Treasurer Mecusker presented the monthly financial reports.

ACTION: Nancy Wideman moved and Susan Ramsey seconded to approve the October 31, 2017 and the November 30, 2017 monthly financial reports as circulated. The motion passed unanimously.

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

1. Scope of Work

Mr. Dopp stated that the Task Force had been reimbursed by the Florida Department of Economic Opportunity for the 3rd quarter reimbursement request. He stated that he anticipated presenting the 4th quarter reimbursement request to the Task Force for approval at its February 22, 2018 meeting.

2. Website Blogs

Mr. Dopp reported that the Two Tree, Inc., had fulfilled its contractual requirements for posting blogs and the Task Force has paid Two Tree, Inc., in full.

3. Photography

Mr. Dopp reported that the Two Tree, Inc., had fulfilled its contract requirements for photographs and the Task Force has paid Two Tree, Inc., in full.

4. Suwannee River Wilderness Trail Paddling Guide Reprint

Mr. Dopp reported that the Task Force has received 5,300 copies of the Suwannee River Wilderness Trail Paddling Guide and has paid the printer, Allegra-Altamonte Springs, in full.

Mr. Dopp suggested that the Task Force retain a sufficient number of copies of the guide for distribution at travel shows for the next three years. Mr. Dopp proposed distributing 500 guides to the Suwannee River Water Management District, 500 guides to the Suwannee River Wilderness Trail, 1,300 guides to Task Force members and retain the remaining 3,000 guides for distribution at travel shows.

The Task Force agreed by consensus to distribute 500 guides to the Suwannee River Water Management District and 500 guides to the Suwannee River Wilderness Trail and retain the remaining 3,300 guides for distribution at travel shows.

5. VisaVue

Mr. Dopp reported that the Task Force has received all of its VisaVue reports as per the contract with VISIT FLORIDA. Sandy Beach requested a copy of the latest VisaVue report.

6. Winter 2017 eNewsletter

Mr. Dopp stated that the winter eNewsletter was distributed December 21, 2017 and is included in the Task Force meeting packet.

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

1. Mr. Dopp stated that the Florida Department of Economic Opportunity is preparing a contract for the Task Force for its Fiscal Year 2017-18 Regional Rural Development Grant.

2. 2018 Marketing Project

Mr. Dopp stated that he has not yet received proposal scoring review sheets from two Marketing Committee members.

3. Pseudo Reservation System

Mr. Dopp stated that Jumpem 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.

4. Paddling Microsite

Mr. Dopp recommended that the Task Force increase funding for paddling microsite to \$2,500. He further recommended that an additional \$2,500 be allocated to the development of a parks microsite. He requested that staff be authorized to enter into contracts with Jumpem, LLC, less than \$2,499 per microsite for the development of the two microsites. He stated the microsites would be designed as blank microsites by the vendor which would then be populated by the Task Force with photographs and text.

ACTION: Paula Vann moved and Teena Peavey seconded to approve increased funding for the paddling trails microsite to \$2,500, to allocate \$2,500 for the development of a parks microsite, re-allocate \$4,000 from Print Media Advertising for the development of the microsites and to authorize staff to enter into contracts with Jumpem, LLC, for amounts less than \$2,499 per microsite for the development of the two microsites. The motion passed unanimously.

5. Task Force Video

No action was taken on this agenda item.

6. Website Blogs

Mr. Dopp requested authorization to renew the Task Force contract with Two Tree, Inc., for the posting of blogs on the Task Force website. He stated that the contract would be for the same number of blogs, the same subject areas and the same amount of money as last year.

ACTION: Paula Vann moved and Teena Peavey seconded to approve the renewal of the Task Force contract with Two Tree, Inc., and to authorize staff to enter into a one-year contract with Two Tree, Inc., for an amount not to exceed \$5,100 for the posting of blogs on the Task Force website. The motion passed unanimously.

The Task Force agreed by consensus to ask Ms. McQueen to contact Nancy Moreland regarding posting blogs on the Task Force website for an amount not to exceed \$1,000.

7. Bicycle Routes - Review and Update

No action was taken on this agenda item.

8. Springs Guide - Review and Update

No action was taken on this agenda item.

9. VisaVue, Domestic and International Editions

Mr. Dopp requested authorization to enter into a contract with VISIT FLORIDA for a one-year subscription to VisaVue, domestic and international editions.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to authorize staff to enter into a one-year contract with VISIT FLORIDA for a one-year subscription to VisaVue domestic and international editions for an amount not to exceed \$5,100. The motion passed unanimously.

10. Big Bend Saltwater Paddling Trail Guide Purchase

Mr. Dopp requested authorization to purchase copies of the Big Bend Saltwater Paddling Trail Guide from the Fish and Wildlife Foundation of Florida for an amount not to exceed \$2,600.

ACTION: Ms. McQueen moved and Ms. Peavey seconded to authorize staff to purchase copies of the Big Bend Saltwater Paddling Trail Guide from the Fish and Wildlife Foundation of Florida for an amount not to exceed \$2,600. The motion passed unanimously.

11. In-house Brochure Printing

No action was taken regarding this agenda item.

12. No action was taken regarding this agenda item.

13. 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, Visit Gainesville, who is designing the advertisement.

14. Brochure Distribution

a. Authorization to Enter into Contract with Florida Suncoast Tourism

Mr. Dopp requested authorization to enter into a one-year contract with Florida Suncoast Tourism for distribution of the Task Force brochure within the state of Florida.

ACTION: Ms. McQueen moved and Ms. Peavey seconded to authorize staff to enter into a one-year contract with Florida Suncoast Tourism for the distribution of Task Force brochures within the state of Florida for an amount not to exceed \$6,000. The motion passed unanimously.

15. Printed Material

The Task Force agreed by consensus to authorize staff to expend up to \$600 for the purchase of a large printed banner for display at travel shows.

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

Mr. Dopp stated that the 2018 Marketing College will be held June 24-29, 2018. Task Force members agreed by consensus that priority should be given to 2nd year and 3rd year students over first year students for the awarding of scholarships. Phyllis Williams, Katrina Richardson and Paula Vann expressed interest in receiving scholarships for the Marketing College.

17. Professional Organization Memberships

No action was taken regarding this agenda item.

E. VISIT FLORIDA Grants

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

a. Travel Shows and Travel Show Assignments

Mr. Dopp stated that Ms. Beach had withdrawn from attendance at the F.re.e Messe Munich show. Since the show had no alternate and that the identification of a replacement was needed prior to the January 18, 2018 Task Force meeting, he stated that after consulting with Donna Creamer, Tommy Thompson had agreed to staff the show in place of Ms. Beach.

The Committee agreed by consensus to appoint Dawn Taylor as the Alternate for the Boston Globe Travel Show, to appoint Phyllis Williams to replace Teena Peavey at the Chicago Travel and Adventure Show, to appoint Lorenza Ponder as the Alternate for the Chicago Travel and Adventure Show, to appoint Sandy Beach as the Alternate for F.re.e Messe Munich and to appoint Carol McQueen as the

Alternate for the London Telegraph Bike and Travel Show.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to designate Lorenza Ponder as a Task Force Travel Show Representative. The motion passed unanimously.

b. Promotional Items

Mr. Dopp recommended allocating \$2,500 of VISIT FLORIDA promotional funds for media kits and \$2,500 for whistles.

ACTION: Ms. McQueen moved and Ms. Beach seconded to authorize the expenditure of VISIT FLORIDA promotional funds less than \$2,499 to purchase 400 media kits and less than \$2,499 of VISIT FLORIDA promotional funds to purchase whistles. The motion passed unanimously.

F. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

G. Staff Items

1. Fiscal Year 2018-19 Florida Department of Economic Opportunity Regional Rural Development Grant

The Task Force reviewed the proposed projects included in the Task Force meeting packet for the 2018-19 Florida Department of Economic Opportunity Regional Rural Development Grant.

The Task Force agreed by consensus to delete Reservation System Database Maintenance and Updates from the proposed project list.

The Task Force agreed by consensus to review in greater detail the Connect Travel - Complete project at a future meeting.

2. 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.

3. Calendar Year 2018 Meeting Locations - Requests for Members to Host Meetings

Task Force members agreed by consensus to the following meeting location schedule for 2018.

January 18, 2018	Alachua County
February 15, 2018	Columbia County
March 15, 2018	Suwannee County
April 19, 2018	Jefferson County
May 17, 2018	Levy County
June 21, 2018	Hamilton County

July 19, 2018	Lafayette County
August 16, 2018	Madison County
September 20, 2018	VISIT FLORIDA
October 18, 2018	Taylor County
November 15, 2018	Dixie County
December 20, 2018	Alachua County (if needed)

4. Florida Tourism Day

Task Force members discussed Florida Tourism Day held in Tallahassee on January 17, 2018 and proposed legislative items of interest.

H. Announcements

Task Force members made announcements of interest to the Task Force.

I. Old Business

1. Updated Task Force Member Contact Information

Various Task Force members provided updated contact information to staff.

V. LEADERSHIP FORUM: REIMBURSEMENT 101 - WHAT IS A RECEIPT AND OTHER ODDITIES

Mr. Dopp gave a presentation regarding reimbursement documentation for travel shows.

VI. ADJOURNMENT

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., February 15, 2018 at the Holiday Inn Hotel & Suites, 213 SW Commerce Boulevard, Lake City, Florida.

The meeting adjourned at 1:30 p.m.


Dawn Taylor, Chair

2/15/18
Date

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