MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on April 19, 2018. The meeting will be held at the Monticello/Jefferson Chamber of Commerce, 420 West Washington Street, Monticello, Florida beginning at 10:00 a.m. 

(Location Map on Back)
The Original Florida
TOURISM TASK FORCE
Monticello/Jefferson Chamber of Commerce
420 West Washington Street, Monticello, FL
Jefferson County
April 19, 2018
Thursday 10:00 a.m.

Meeting Agenda

Monticello/Jefferson Chamber of Commerce
420 West Washington Street, Monticello, FL
Jefferson County

PAGE NO.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the March 15, 2018 Meeting Minutes

IV. Old Business

A. Committee Reports
   1. Finance Committee Report

B. Fiscal Year 2016-17 Regional Rural Development Grant
   1. 2017 Annual VisaVue Report, Domestic and International Editions

C. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Scope of Work
   2. Deliverables and Cost Estimates, April 12, 2018
   3. Website Maintenance and Hosting
      - Town and County Landing Page Content
   4. 2018 Marketing Project
   5. Paddling and Parks Microsites
   6. Task Force Video
   7. Website Blogs
   8. Bicycle Routes - Review and Update
   10. VisaVue, Domestic and International Editions
   11. In-house Brochure Printing
   12. Domestic Travel Shows
   13. Advertising Campaign
      a. UnDiscovered Florida Co-op Advertisement
      b. Florida Park Ranger Proposal - Parks by Nature
      c. OrlandoAttractions.com Proposal - UK Marketing Website
   14. Brochure Distribution
   15. Southeast Tourism Society Marketing College and
       2018 Florida Governor’s Tourism Conference
   16. Professional Organization Memberships

The Original Florida
TOURISM TASK FORCE
Monticello/Jefferson Chamber of Commerce
420 West Washington Street, Monticello, FL
Jefferson County
April 19, 2018
Thursday 10:00 a.m.
D. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program
      a. Washington, DC Travel and Adventure Show Report
      d. F.re.e Messe Munich Travel Show Report
      g. Philadelphia Travel and Adventure Show Report
      h. Travel Shows and Travel Show Assignments
      e. ITB Berlin Show Report
      f. Canoeopia Report
      2. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program
      a. Tentative Travel Show Selections

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items
   1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables

G. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 2018 Meeting Dates and Locations

V. Leadership Forum: The Honorable Betsy Barfield, Madison County Commissioner, - Highlights of Jefferson County

VI. New Business
   A. Announcements

   B. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., May 17, 2018 at a location to be determined in Levy County.