

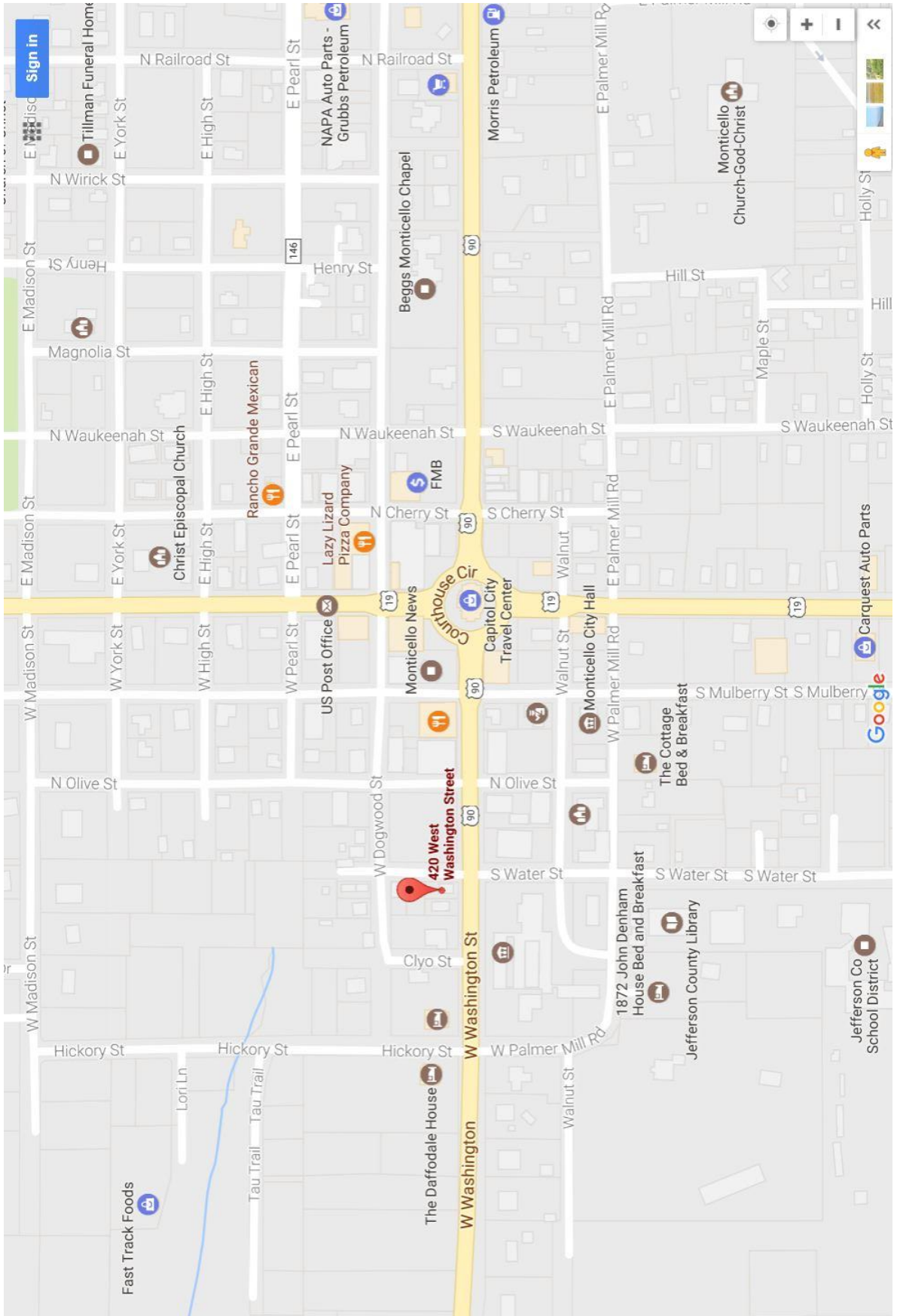
The Original Florida
TOURISM TASK FORCE

Visit Natural
NORTH FLORIDA

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
Meeting Agenda

Visit Natural
NORTH FLORIDA

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

April 19, 2018
Thursday 10:00 a.m.

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the March 15, 2018 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, February 2018	11
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	35
2. Deliverables and Cost Estimates, April 12, 2018	41
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	
9. Springs Guide - 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	43
c. OrlandoAttractions.com Proposal - UK Marketing Website	47
14. Brochure Distribution	
15. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference	51
16. Professional Organization Memberships	

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	
e.	ITB Berlin Show Report	
f.	Canoeopia Report	
g.	Philadelphia Travel and Adventure Show Report	
h.	Travel Shows and Travel Show Assignments	55
2.	VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program	
a.	Tentative Travel Show Selections	57
E.	VISIT FLORIDA Monthly Report, Brenna Dacks	
F.	Staff Items	
1.	Fiscal Year 2018-19 Regional Rural Development Grant Deliverables	63
G.	Other Old Business	
1.	Updated Task Force Member Contact Information	65
2.	2018 Meeting Dates and Locations	69
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.