MEETING NOTICE

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

I. Call to Order, Introductions  
II. Approval of the Agenda  
III. Approval of the June 21, 2018 Meeting Minutes  
IV. Old Business  
   A. Committee Reports  
      1. Finance Committee Report  
      2. Marketing Committee Report  
   B. The Original Florida Tourism Task Force Overview Presentation  
   C. Regional Rural Development Grant Proposed Legislation  
   D. North Florida Economic Development Partnership Marketing Opportunity  
   E. Fiscal Year 2017-18 Regional Rural Development Grant  
      1. Scope of Work and Revised Budget  
         a. Deliverables and Cost Estimates  
         b. Website Maintenance and Hosting  
            1. Addition of County Boundaries and Google Map Zoom Fixes  
            2. Review of Home Page  
            c. 2018 Marketing Project  
               Digital Advertising Campaign Report  
            d. Paddling, Fishing, Bikes and Springs Microsites  
            e. Website Blogs  
            f. VisaVues, Domestic and International Editions  
            g. In-house Brochure Printing  
            h. Domestic Travel Shows  
            i. Advertising Campaign  
               1. UnDiscovered Florida Co-op Advertisement  
               2. Florida Park Ranger App Advertisement  
               3. VISIT FLORIDA Transportation Map Advertisement  
               4. VISIT FLORIDA Travel Planner Co-op Advertisement  
                  Co-op Participants ($1,383.00 per 1/6th Panel)  
            j. Brochure Distribution  
            k. Southeast Tourism Society Marketing College and  
               2018 Florida Governor’s Tourism Conference  
            l. Professional Organization Memberships
F. VISIT FLORIDA Grants
   1. VISIT FLORIDA - Fiscal Year 2017-18 North Central Florida Rural Area of Opportunity Partnership Program 71

G. 2018-19 Travel Show Season Tentative Travel Show Schedule 77

H. 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements - DRAFT 79

H. VISIT FLORIDA Monthly Report, Brenna Dacks

I. Staff Items
   1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables 85
   2. County Brochures

J. Other Old Business
   1. Updated Task Force Member Contact Information 87
   2. 2018 Meeting Dates and Locations 91

V. Leadership Forum: The Honorable Halsey Beshears, Florida House or Representatives, District 7

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., August 16, 2018 at a location to be determined in Madison County.