MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on June 21, 2018. The meeting will be held at the Hamilton County Courthouse Annex, Tourism and Economic Development Meeting Room, 1153 U.S. Highway 41 NW, Jasper, FL beginning at 10:00 a.m.

(Location Map on Back)
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the May 17, 2018 Meeting Minutes

IV. Old Business

A. Committee Reports
   1. Finance Committee Report
      a. Monthly Financial Report Review and Approval, April 2018
   2. Video Committee Report

B. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Scope of Work
      a. Deliverables and Cost Estimates, June 14, 2018
      b. Website Maintenance and Hosting
         Addition of Read More Button to Places to Go pages
      c. 2018 Marketing Project
         Review of Website Analytics
      d. Paddling and Parks Microsites
      e. Website Blogs
      f. Bicycle Routes - Review and Update
      g. Springs Guide - Review and Update
      h. VisaVues, Domestic and International Editions
      i. In-house Brochure Printing
      j. Domestic Travel Shows
      k. 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
         Selection of Co-op Participants ($1,383.00 per 1/6th Panel)
      l. Brochure Distribution
      m. Southeast Tourism Society Marketing College and 2018 Florida Governor’s Tourism Conference
      n. Professional Organization Memberships
C. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program

D. 2018-19 Travel Show Season Travel Shows and Estimated Costs  

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. Staff Items
   1. General Data Protection Regulation of the European Union  
   2. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables  
   3. VISIT FLORIDA Jacksonville Regional Meeting Report  
   4. Meeting with Florida Regional Economic Development Associations Regarding Regional Rural Development Grant Proposed Legislation  
   5. Revisions to Host Counties for Monthly Meetings

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

V. Leadership Forum: The Honorable Beth Burnam, Hamilton County Board of County Commissioners.

VI. New Business
   A. Election of New Vice-Chair
   B. Announcements
   C. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., July 21, 2018 at the Perry-Taylor County Chamber of Commerce in Taylor County.