

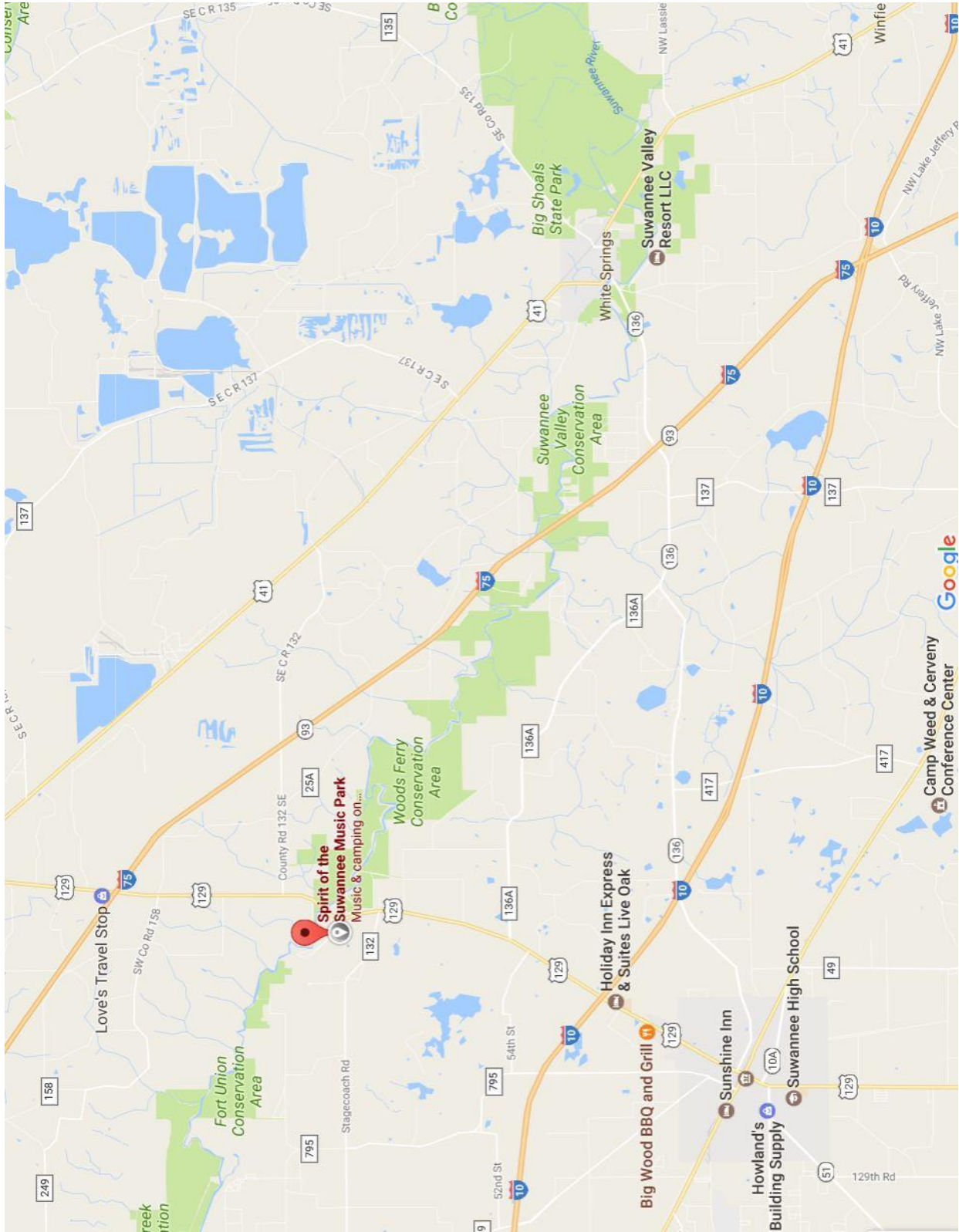
*The Original Florida*  
TOURISM TASK FORCE

*Visit Natural*  
NORTH FLORIDA

## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 15, 2018**. The meeting will be held at the **Grand Hall, Spirit of the Suwannee Music Park, 3076 95th Drive, Live Oak, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



*The Original Florida*  
TOURISM TASK FORCE  
Meeting Agenda

*Visit Natural*  
NORTH FLORIDA

**Spirit of the Suwannee Music Park**  
3076 95th Avenue, Live Oak, FL  
Suwannee County

**March 15, 2018**  
**Thursday 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of the Agenda	3
III. Approval of the February 15, 2018 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, January 2018	13
B. Fiscal Year 2016-17 Regional Rural Development Grant	
1. 4th Quarter Report and Reimbursement Submittal Status	
2. 4th Quarter VisaVue Report, Domestic and International Editions	
C. Fiscal Year 2017-18 Regional Rural Development Grant	
1. Scope of Work	67
2. Deliverables and Cost Estimates, February 6, 2018	73
3. 2018 Marketing Project	
4. Pseudo Reservation System	
5. Paddling and Parks Microsite	
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. Big Bend Saltwater Paddling Trail Guide Purchase	
12. In-house Brochure Printing	
13. Domestic Travel Shows	
14. Advertising Campaign	
a. UnDiscovered Florida Co-op Advertisement	
15. Brochure Distribution	
16. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference	
17. 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
    - b. Chicago Travel and Adventure Show Report
    - c. Chicago RV and Camping Show Report
    - d. F.re.e Messe Munich Travel Show Report
    - e. ITB Berlin Show Report
    - f. Canoecopia Report
    - g. Philadelphia Travel and Adventure Show Report
    - h. Travel Shows and Travel Show Assignments 75
- E. VISIT FLORIDA Monthly Report, Brenna Dacks
- F. Staff Items
  - 1. House Bill 1103 and Senate Bill 1646 Update
  - 2. Beaches Brochure
  - 3. Inquiry Card for Travel Shows 77
  - 4. Fiscal Year 2018-19 Regional Rural Development Grant Project 79
- G. Other Old Business
  - 1. Updated Task Force Member Contact Information 81
  - 2. 2018 Meeting Dates and Locations 85
- V. Leadership Forum: “North Florida Springs and Cave Diving,” presented by Cathy Lesh, Dive Outpost
- 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., April 19, 2018 at a location to be determined in Jefferson County.