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)
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the February 15, 2018 Meeting Minutes

IV. Old Business

A. Committee Reports
   1. Finance Committee Report

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
   2. Deliverables and Cost Estimates, February 6, 2018
   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
   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.ree 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

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
   4. Fiscal Year 2018-19 Regional Rural Development Grant Project

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

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.