MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on May 17, 2018. The meeting will be held at Fellowship Hall, First United Methodist Church, 213 West Noble Avenue, Williston, Florida beginning at 10:00 a.m.

(Location Map on Back)
The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Fellowship Hall, First United Methodist Church
213 West Noble Avenue, Williston, FL
Levy County
May 17, 2018
Thursday, 10:00 a.m.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the April 19, 2018 Meeting Minutes

IV. Old Business

A. Committee Reports
   1. Finance Committee Report
         - For Your Information
   2. Video Committee Report

B. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Approval of 1st Quarter Report and Reimbursement Submittal Package
   2. Scope of Work
      a. Deliverables and Cost Estimates, May 10, 2018
      b. Website Maintenance and Hosting
         Addition of Videos to Attractions Pages
      c. 2018 Marketing Project
      d. Paddling and Parks Microsites
      e. Website Blogs
         Nancy Moreland - Blogger
      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
      Georgia RV and Camper Show
      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 ($1,416.67 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
      a. Midwest Mountaineering Expo Report
      b. Bike Expo New York Report

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

D. VISIT FLORIDA Monthly Report, Brenna Dacks

E. Staff Items
   1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables
   2. VISIT FLORIDA Regional Meetings
   3. Identification of Graphic Artists Used by Task Force Members

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

V. Leadership Forum: The Honorable Matt Brooks Levy County Commissioner
   - Things to Do and See in Levy 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., June 21, 2018 at a location to be determined in Hamilton County.