MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on November 15, 2018. The meeting will be held at the Putnam Lodge, 15487 U.S. Highway 19, Cross City, Florida beginning at 10:00 a.m.
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the October 18, 2018 Meeting Minutes

IV. Old Business

A. The Original Florida Tourism Task Force Overview Presentation

B. Regional Rural Development Grant Proposed Legislation

C. Committee Reports
   1. Finance Committee Report
      b. Revised Fiscal Year 2017-18 Budget Review and Approval
   35

D. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Approval of Third Quarter Report and Reimbursement Submittal Package
   39
   2. Scope of Work
      a. Topic-Centered Microsites Modifications - Authorization to Add
         Google Maps to Headers and to Enter into Contract with Jumpem
      b. In-House Brochure Printing - Authorization to Print
         In-House Brochures
      c. UnDiscovered Florida Co-op Advertisement
      d. Florida Park Ranger App Advertisement
      e. VISIT FLORIDA Transportation Map Advertisement
      f. VISIT FLORIDA Travel Planner Co-op Advertisement
      67

E. Fiscal Year 2018-19 Regional Rural Development Grant
   1. Deliverables and Costs
   69
   2. Selection of Six Towns for Blog Write-ups and
      Additional Town Landing Pages
   3. Authorization to Issue a Request for Proposals for the 2019 Marketing
      Project and Authorize Marketing Committee to Rank Proposers,
      Authorization to Enter into a Contract with Highest-Ranking Proposer
      71
   4. Proposed Changes to Website Home Page
      79
   5. Authorization to Enter into a Contract with Two Tree, Inc. for 2019
      Blog Postings on Task Force Website
5. Authorization to Enter into a Contract with Nancy Moreland for Six Town Blogs
6. Authorization to Enter into Contracts with Florida Suncoast Distributors and CTM Media Group for Distribution of Task Force Brochures
7. Authorization to Enter into a Contract with Steven Dopp for Website Maintenance and Enhancements

F. Fiscal Year 2019-20 Regional Rural Development Grant
   1. Proposed Deliverables and Costs

G. VISIT FLORIDA Grants
   1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program
      a. Posters, Media Kits, GoPros, Table Runners and Cardboard Brochure Holders
      b. Selection of Three Towns/Counties for Video Shoots
      c. Travel Shows
         1. Schedule and Travel Show Assignments
         2. Recommended Hotel Comparables Documentation

H. VISIT FLORIDA Monthly Report, Brenna Dacks

I. Staff Items
   1. 2019 America Journal Print Advertisement Opportunity
   2. 2019 VISIT FLORIDA European Travel Guide Advertisement Opportunity

J. Other Old Business
   1. 2019 Task Force Meeting Schedule and County Assignments
   2. Updated Task Force Member Contact Information
   3. 2018 Meeting Dates and Locations

V. Leadership Forum: The Honorable Bill Montford, Florida State Senate, District 3

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., January 17, 2019 at a location to be determined in Alachua County.