MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on October 18, 2018. The meeting will be held at the Holiday Inn Express and Suites, 60 Everett Way, Perry, Florida beginning at 10:00 a.m.

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

Holiday Inn Express and Suites
60 Everett Way, Perry, FL
Taylor County

October 18, 2018
Thursday 10:00 a.m.

I. Call to Order, Introductions
II. Approval of the Agenda
III. Approval of the September 20, 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
           a. Monthly Financial Report Review and Approval, August 2018
        2. Video Committee Report
           a. Review of Revised Task Force Video
     D. 2019 Task Force Meeting Schedule and County Assignments
     E. Travel Show Booth Training - How to Staff a Booth at a Travel Show
     F. Fiscal Year 2017-18 Regional Rural Development Grant
        1. Paddling, Fishing, Bikes and Springs Microsites
        2. Advertising Campaign
           a. UnDiscovered Florida Co-op Advertisement
           b. Florida Park Ranger App Advertisement
           c. VISIT FLORIDA Transportation Map Advertisement
           d. VISIT FLORIDA Travel Planner Co-op Advertisement
     G. Fiscal Year 2018-19 Regional Rural Development Grant
        1. Letters of Support
        2. Website Enhancements
H. VISIT FLORIDA Grants
   1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program
      a. Posters
      b. Selection of Towns/Counties for Video Shoots
      c. Travel Show Schedule and Travel Show Assignments

I. VISIT FLORIDA Monthly Report, Brenna Dacks

J. Staff Items
   1. JUMPEM In-State Digital Advertising Campaign, July 1 through September 30, 2018
   2. Google Analytics - June 1 through September 30, 2018

K. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 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., November 15, 2018 at a location to be determined in Dixie County.