

**MINUTES OF**  
*The Original Florida*  
**TOURISM TASK FORCE**

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

October 18, 2018  
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Paula Vann, Columbia County  
Katrina Richardson, Jefferson County  
Susan Ramsey, Hamilton County  
Mariela Garcia-Rendon, Hamilton County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Charissa Setzer, Suwannee County  
Dawn Taylor, Taylor County, Chair  
Dave Mecusker, Union County, Treasurer  
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Nancy Bednarek, Dixie County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Nancy Wideman, Jefferson County  
Trent Abbott, Madison County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County

OTHERS PRESENT

Craig Colton, Suwannee River Rendezvous  
Donna Creamer, Task Force  
Travel Show Coordinator  
Cody Gray, Columbia County  
Tourist Development Council  
Roland Loog, Volunteer  
Lois Nevins, By All Means Travel  
Alden Rosner, Columbia County  
Tourist Development Council  
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

**I. CALL TO ORDER, INTRODUCTIONS**

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:02 a.m. and called for introductions.

## II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Steven Dopp, Senior Planner, recommended that items IV.A, The Original Florida Tourism Task Force Overview Presentation; IV.B., Regional Rural Development Grant Proposed Legislation be removed from the agenda and that IV.E., Travel Show Booth Training - How to Staff a Booth at a Travel Show replace Senator Bill Montford under item V. Leadership Forum.

**ACTION: Ron Gromoll moved and Paula Vann seconded to remove agenda items IV.A., The Original Florida Tourism Task Force Overview Presentation; and IV.B., Regional Rural Development Grant Proposed Legislation, from the agenda and to replace Senator Bill Montford under item V., Leadership Forum, with item IV.E., Travel Show Booth Training - How to Staff a Booth at a Travel Show, and to approve the agenda as amended. The motion passed unanimously.**

## III. APPROVAL OF THE SEPTEMBER 20, 2018 MINUTES

Chair Taylor asked for approval of the September 20, 2018 meeting minutes.

**ACTION: Ms. Vann moved and Sean Plemons seconded to approve the September 20, 2018 minutes as circulated. The motion passed unanimously.**

## IV. OLD BUSINESS

### C. Committee Reports

#### 1. Finance Committee Report

##### a. Monthly Financial Report Review and Approval, August 2018

Treasurer Mecusker presented the August 2018 monthly financial report.

**ACTION: Ms. Richardson moved and Mr. Gromoll seconded to approve the August 2018 monthly financial report as circulated. The motion passed unanimously.**

#### 2. Video Committee Report

The Task Force reviewed the revised video created for the Task Force by Running Man Pictures.

**ACTION: Carol McQueen moved and Mr. Mecusker seconded to accept the video and authorize staff to pay the vendor, Running Man Pictures, the outstanding balance due. The motion passed unanimously.**

D. 2019 Task Force Meeting Schedule and County Assignments

Task Force members agreed by consensus to the following meeting location schedule for 2019

January 17, 2019:	Alachua County
February 21, 2019	Not Yet Assigned
March 21, 2019	Taylor County
April 18, 2019	Levy County
May 16, 2019	Jefferson County
June 20, 2019	Wakulla County
July 18, 2019	Bradford County
August 15, 2019	Gilchrist County
September 19, 2019	VISIT FLORIDA
October 17, 2019	Hamilton County
November 21, 2019	Columbia County
December 19, 2019	Alachua County (if needed)

F. Fiscal Year 2017-18 Regional Rural Development Grant

1. Paddling, Fishing, Bikes and Springs Microsites

Mr. Dopp presented the revised bicycle and springs microsites as well as the new paddling and fishing microsites. He recommended that the Task Force accept the microsites and authorize staff to pay the vendor, Jumpem, LLC, for the microsites.

**ACTION: Mr. Gromoll moved and Mr. Mecusker seconded to accept the revised bicycle and springs microsites, the new paddling and fishing microsites and authorize staff to pay the vendor, Jumpem, LLC, the outstanding balance due. The motion passed unanimously.**

2. Advertising Campaign

a. UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that he is continuing to forward email addresses received to Task Force members from the Undiscovered Florida Co-op advertisement.

b. Florida Park Ranger App Advertisement

Mr. Dopp stated that he is anticipating metrics from the Florida Park Ranger app advertisement during October 2018.

c. VISIT FLORIDA Transportation Map Advertisement

Ms. Vann stated that the new VISIT FLORIDA transportation map featuring the Task Force advertisement are scheduled to be released in November 2018.

d. VISIT FLORIDA Travel Planner Co-op Advertisement.

Task Force members agreed by consensus for Mr. Dopp to contact Miles Partnership and ask them to either place a grey mask over the background photo or to use a different background photo which better compliments the individual advertisements featured on the page.

G. Fiscal Year 2018-19 Regional Rural Development Grant

1. Letters of Support

Mr. Dopp requested letters of support for the Fiscal Year 2018-19 Regional Rural Development Grant application from those members which have not yet submitted their letters.

2. Website Enhancements

Mr. Dopp presented proposed additional website enhancements which will result in the header pages of individual attractions containing either a Google map showing the location of the attraction or, at the option of the Task Force, a graphic image selected by the Task Force which is unique to the featured attraction.

Mr. Dopp also recommended that the website be modified to allow the Task Force the option to use either the default featured photograph or a different image for the thumbnail graphic for individual attractions.

The Task Force agreed by consensus to include these enhancements as part of its 2018-19 Regional Rural Development Grant work program.

H. VISIT FLORIDA Grants

1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program

a. Posters

The Task Force reviewed posters prepared by Mr. Dopp for printing on fire-retardant fabric.

Ms. Vann stated that her office is willing to redesign the posters using a photograph edge-to-edge, no-white-border format.

**ACTION:** Ms. McQueen moved and Ms. Richardson seconded to a request the Columbia County Tourist Development Council to redesign the posters using an all-image, no white border layout and to authorize staff to purchase fire-retardant fabric posters of the designs developed by the Columbia County Tourist Development Council. The motion passed unanimously.

b. Selection of Towns/Counties for Video Shoots

Mr. Dopp stated that he had contacted two video production companies for estimates of the maximum number of town/county videos they could produce for \$12,000. Based on the responses he received, Mr. Dopp recommended requesting \$15,000 from VISIT FLORIDA for the creation of two town/county videos at a cost of \$7,500 each.

**ACTION:** Will Sexton moved and Mr. Mecusker seconded to authorize staff to:

**1) Request \$15,000 from VISIT FLORIDA for the creation of three town or county videos at a cost of \$5,000 each with each video consisting of approximately two to three minutes in length as well as a 30-second video summary of each full-length video; and**

**2) Request VISIT FLORIDA to contract directly with a vendor for the production of the videos and, should VISIT FLORIDA desire the Task Force to directly contract with a vendor to authorize staff to prepare and distribute a request for proposals for the creation of the videos; and**

**3) Authorize the Video Committee to rank and select the winning proposer, to authorize staff to enter into a contract with the highest-ranking proposer, and if unable to enter into a contract with the highest-ranking proposer, to enter into a contract with the next highest-ranking proposer, repeating this process until a contract with the highest-ranking proposer with which a contract can be executed. The motion passed unanimously.**

I. VISIT FLORIDA Monthly Report, Brenna Dacks

No report was received from VISIT FLORIDA.

J. Staff Items

1. Jumpem, LLC In-State Digital Advertising Campaign, July 1, 2018 through September 30, 2018

Mr. Dopp presented metrics from Google Analytics prepared by Jumpem, LLC for the digital advertising campaign.

2. Google Analytics - June 1, 2018 through September 30, 2018

Mr. Dopp presented metrics from Google Analytics for the website from June 1, 2018 through September 30, 2018

Ms. Vann requested the Task Force to allow her office to contact Jumpem, LLC regarding the metrics.

The Task Force agreed by consensus to authorize Ms. Vann and her staff to contact Jumpem, LLC regarding the Google Analytics metrics.

K. Other Old Business

1. Updated Task Force Member Contact Information

Task Force member contact information was updated based on requests by Task Force members.

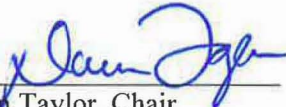
2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum: Travel Show Booth Training - How to Staff a Booth at a Travel Show

Donna Creamer, Roland Loog and Chair Taylor led a training session on the dos and don'ts of staffing a travel show booth.

The meeting adjourned at 1:50 p.m.

  
\_\_\_\_\_  
Dawn Taylor, Chair

11/15/18  
Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.