

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Grand Hall, Spirit of the Suwannee Music Park
Live Oak, FL
Suwannee County

March 15, 2018
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Will Sexton, Bradford County
Paula Vann, Columbia County
Nancy Bednarek, Dixie County
Patricia Watson, Gilchrist County
Susan Ramsey, Hamilton County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County

MEMBERS ABSENT

Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Russ McCallister, Dixie County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer
Gail Gilman, Wakulla County

OTHERS PRESENT

Beth Burnam, Hamilton County
Board of County Commissioners
Cathy Lesh, Dive Outpost
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
Charissa Setzer, Suwannee County
Tourist Development Council
A. J. Vassar, Connect Travel
Karen Williams, Hamilton County
Chamber of Commerce

STAFF PRESENT

Steven Dopp
Lorenza Ponder

I. CALL TO ORDER, INTRODUCTIONS

In absence of the Chair, Vice-Chair, and Treasurer, the Task Force opened the meeting at 10:10 a.m. and agreed by consensus for Paula Vann to serve as acting Chair.

II. APPROVAL OF THE AGENDA

Acting Chair Vann requested approval of the meeting agenda.

ACTION: Ron Gromoll moved and Will Sexton seconded to amend the agenda to add a presentation from A. J. Vassar of Connect Travel as new Item IV.A. The motion passed unanimously.

III. APPROVAL OF THE FEBRUARY 15, 2018 MINUTES

Acting Chair Vann asked for approval of the February 15, 2018 meeting minutes.

ACTION: Pat Watson moved and Mr. Gromoll seconded to approve the February 15, 2018 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. A. J. Vassar, Connect Travel Presentation

Mr. Vassar presented the Connect Travel Complete marketing program for small destination marketing organizations. He stated that the first-year cost to the Task Force would be \$18,000.

No action was taken regarding this agenda item.

B. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, January 31, 2018

Steven Dopp presented the January 31, 2018 monthly financial report.

ACTION: Mr. Sexton moved and Susan Ramsey seconded to approve the January 31, 2018 monthly financial report as circulated. The motion passed unanimously.

C. Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant

1. 4th Quarter Report and Reimbursement Submittal Status

Mr. Dopp stated that the Task Force has received a check from the Florida Department of Economic Opportunity for the 4th quarter reimbursement request.

2. 4th Quarter VisaVues Report, Domestic and International Editions

Mr. Dopp reported on the 4th quarter VisaVues reports.

D. Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant

1. Scope of Work

No action was taken regarding this agenda item.

2. Deliverables and Cost Estimates

Mr. Dopp discussed the revised list of deliverables and cost estimates included in the meeting packet. He noted that the revised cost estimates reflect funding changes the Task Force has made since the submittal of the grant application.

3. 2018 Marketing Project

Mr. Dopp stated that the Task Force has entered into a contract with Jumpem, LLC for the 2018 Marketing Project.

4. Pseudo Reservation System

No action was taken regarding this agenda item.

5. Parks and Paddling Microsites

Mr. Dopp stated that the Task Force has entered into a contract with Jumpem, LLC for development of the parks microsite.

6. Task Force Video

No action was taken regarding this agenda item.

7. Website Blogs - Nancy Moreland Blogger Update

Mr. Dopp stated that Ms. Moreland declined the offer to post blogs on the Task Force website.

Mr. Dopp reported that the Task Force has entered into a contract with Two Tree, Inc., to post blogs on the Task Force website.

8. Bicycle Routes - Review and Update

No action was taken regarding this agenda item.

9. Springs Guide - Review and Update

No action was taken regarding this agenda item.

10. VisaVue, Domestic and International Editions

Mr. Dopp stated that VISIT FLORIDA has not yet provided a contract to the Task Force for the purchase of VisaVues, domestic and international editions for 2018.

11. Big Bend Saltwater Paddling Trail Guide Purchase

No action was taken regarding this agenda item.

12. In-house Brochure Printing

No action was taken regarding this agenda item.

13. Domestic Travel Shows

No action was taken regarding this agenda item.

14. Advertising Campaign

Brenna Dacks reported on VISIT FLORIDA digital and print advertising opportunities available to the Task Force.

a. unDiscovered Florida Co-op Advertisement

No action was taken on this agenda item.

15. Brochure Distribution

No action was taken regarding this agenda item.

16. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference

No action was taken regarding this agenda item.

17. Professional Organization Memberships

No action was taken regarding this agenda item.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Program

a. Washington, DC Travel and Adventure Show Report

No discussion occurred regarding this agenda item.

b. Chicago Travel and Adventure Show Report

Phyllis Williams reported on the Chicago Travel and Adventure Show.

c. Chicago RV and Camping Show Report

Sean Plemons reported on the Chicago RV and Camping Show.

d. F.re.e Messe Munich Travel Show Report

Mr. Dopp reported on F.re.e Messe Munich.

e. Toronto Outdoor Adventure Show Report

Teena Peavey reported on the Toronto Outdoor Adventure Show.

f. ITB Berlin Show Report

No discussion occurred regarding this agenda item.

g. Canoecopia Report

No discussion occurred regarding this agenda item.

h. Philadelphia Travel and Adventure Show Report

No discussion occurred regarding this agenda item.

i. Travel Shows and Travel Show Assignments

No action occurred under this agenda item.

E. VISIT FLORIDA Monthly Report

Brenna Dacks presented the monthly VISIT FLORIDA report.

F. Staff Items

1. House Bill 1103 and Senate Bill 1646 Update

Mr. Dopp reported that neither House Bill 1103 or Senate Bill 1646 were passed by the Legislature.

2. Fiscal Year 2018-19 Regional Rural Development Grant

The Task Force reviewed potential projects to be included in the Fiscal Year 2018-19 Regional Rural Development Grant application.

3. Unpaid 2017-18 Regional Cooperative Marketing Fees

Mr. Dopp reported that all member counties had paid their 2017-18 Regional Cooperative Marketing Fees.

G. Other Old Business

1. Updated Task Force Member Contact Information

No changes were requested to be made to Task Force member contact information.

2. 2018 Meeting Dates and Location

No changes were made to meeting dates and locations.

V. Leadership Forum:

Cathy Lesh of the Dive Outpost discussed cave diving in Natural North Florida.

VI. New Business

A. Announcements

Task Force members made announcements of interest to the Task Force.

B. Other New Business

No other new business was discussed.

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.

The meeting adjourned at 1:10 p.m.


Dawn Taylor, Chair

4/19/18
Date

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