

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello/Jefferson Chamber of Commerce
Monticello, FL
Jefferson County

April 19, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Patricia Watson, Gilchrist County
Carol McQueen, Levy County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Phyllis Williams, Madison County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Betsy Barfield, Jefferson County
Board of County Commissioners
Donna Creamer, Task Force Travel Show
Coordinator
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Joanna Price, VISIT FLORIDA
Tommy Thompson, Two Tree, Inc.

MEMBERS ABSENT

Ron Gromoll, Alachua County
Julie Waldman, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Susie Page, Lafayette County, Vice-Chair
Nancy Wideman, Jefferson County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Gail Gilman, Wakulla County

STAFF PRESENT

Steven Dopp
Lorenza Ponder

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:03 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Katrina Richardson moved and Pat Watson seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE MARCH 15, 2018 MINUTES

Chair Taylor asked for approval of the March 15, 2018 meeting minutes.

ACTION: Will Sexton moved and Dave McCusker seconded to approve the March 15, 2018 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, February 28, 2018

Treasurer Dave McCusker presented the February 28, 2018 monthly financial report.

ACTION: Treasurer McCusker moved and Ms. Richardson seconded to amend the February 28, 2018 monthly financial report so that the Balance Sheet Checking/Savings/Cash in Bank equals the February 28, 2018 Capital City Bank statement and to approve the February 28, 2018 monthly financial report as amended. The motion passed unanimously.

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

1. 2017 Annual VisaVues Report, Domestic and International Editions

Mr. Dopp reported on the 2017 annual 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.

It was agreed by consensus to increase funds for the new Task Force video from \$5,000 to \$10,000, reduce funding for publication of the bicycle guide from \$5,000 to \$2,000, expend \$8,500 for a co-op ad in the 2019 VISIT FLORIDA Vacation Planner, to allocate \$6,000 for a 2019 VISIT FLORIDA transportation map advertisement and to allocate \$3,000 to contract with Nancy Moreland to publish 15 blogs on the Task Force website.

3. 2018 Marketing Project

Mr. Dopp stated that Jumpem, LLC has started the digital advertising campaign 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 Jumpem, LLC is developing the parks microsite.

6. Task Force Video

Chair Taylor recommended the creation of a Video Committee to develop the new Task Force video.

ACTION: Ms. Watson moved and Mr. McCusker seconded to create a Video Committee consisting of Dawn Taylor, Susan Ramsey and Will Sexton to create a Video Request for Proposals, 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.

7. Website Blogs -

Mr. Dopp reported that Tommy Thompson is continuing 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. In-house Brochure Printing

No action was taken regarding this agenda item.

12. Domestic Travel Shows

The Task Force agreed by consensus to exhibit at the Georgia RV and Camper Show, September 14-16, 2018.

13. Advertising Campaign

a. unDiscovered Florida Co-op Advertisement

Mr. Dopp reported that he expects to receive email lists of interested persons from the UnDiscovered Florida advertisement in the near future.

b. Florida Park Ranger Proposal - Parks by Nature

Mr. Dopp presented a proposal from Parks by Nature to purchase advertising on the Florida Pocket Ranger app.

ACTION: Mr. Sexton moved and Ms. Richardson seconded to expend \$1,000 for a digital advertisement on the Florida Pocket Ranger app. The motion passed unanimously.

c. OrlandoAttractions.com Proposal - U.K. Marketing Website

No action was taken on this agenda item.

14. Brochure Distribution

Mr. Dopp reported that brochures continue to be distributed in accordance with the Task Force contracts with Florida Suncoast Tourism Promotions, Inc and CTM Media Group.

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

Mr. Dopp requested that members wishing to receive scholarships to attend the Southeast Tourism Society Marketing College to submit their applications to him.

16. 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

Donna Creamer reported on the Washington, DC Travel and Adventure Show.

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

Ms. Creamer and Tommy Thompson reported on F.re.e Messe Munich.

c. ITB Berlin Travel Show Report

Ms. Creamer and Ms. Richardson reported on ITB Berlin.

d. Canoecopia Report

Mr. Thompson reported on Canoecopia.

e. Philadelphia Travel and Adventure Show Report

Chair Taylor reported on Philadelphia Travel and Adventure Show.

f. Travel Shows and Travel Show Assignments

No discussion occurred regarding this agenda item.

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

a. Tentative Travel Show Selections

Mr. Dopp presented the following listing of proposed travel shows for the 2018-19 travel show season.

Show	Show Dates
Georgia RV and Camping Show	September 14 - 16, 2018
Midwest Mountaineering Winter Expo	November 16 - 18, 2018
CMT Messe Stuttgart	January 12 - 20, 2019
Chicago Travel and Adventure Show	January 12-13, 2019
Atlanta Camping and RV Show	January 25 - 27, 2019
New York Times Travel Show	January 25 - 27, 2019
London Times Destinations Show	January 31 - February 3, 2019
Houston RV Show	February 6 - 10, 2019
Boston Travel and Adventure Show	February 9-10, 2019
Chicago RV and Camping Show	February 14 - 17, 2019
F.re.e Messe Munich	February 20 - 24, 2019
Toronto Outdoor Adventure Show	February 22 - 24, 2019
Canoecopia	March 8 - 10, 2019
Philadelphia Travel and Adventure Show	March 9-10, 2019
Washington, DC Travel and Adventure Show	March 16-17, 2019
Ottawa Outdoor and Travel Adventue Show	April 20-21, 2019
Midwest Mountaineering Spring Expo	April 26 - 27, 2019
Bike Expo New York	May 3 - 4, 2019

ACTION: Carol McQueen moved and Ms. Richardson seconded to approve the 2018-19 travel shows recommended by Mr. Dopp. The motion passed unanimously.

E. VISIT FLORIDA Monthly Report

Joanna Price presented the monthly VISIT FLORIDA report.

F. Staff Items

1. 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.

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:

The Honorable Betsy Barfield, Jefferson County Commissioner, discussed gravel bicycle riding in Jefferson County.

VI. New Business

A. Announcements

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

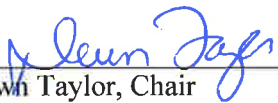
B. Other New Business

No other new business was discussed.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., May 17, 2018 at a location to be determined in Levy County.

The meeting adjourned at 1:40 p.m.


Dawn Taylor, Chair

5/17/18
Date

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