

MINUTES OF
The Original Florida
TOURISM TASK FORCE

First United Methodist Church
Williston, FL
Levy County

May 17, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County
Paula Vann, Columbia County
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Matt Brooks, Levy County
Board of County Commissioners
Donna Creamer, Task Force Travel Show
Coordinator
Ron Gromoll, Alachua County
Roland Loog, Volunteer
Sean Plemons, Visit Gainesville and
Alachua County
Charissa Setzer, Suwannee County
Ken Schwiebert, Levy County
Tommy Thompson, Two Tree, Inc.

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Patricia Watson, Gilchrist County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Teena Peavey, Suwannee County
Gail Gilman, Wakulla County

STAFF PRESENT

Steven Dopp
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:08 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: Dave McCusker moved and Nancy Wideman seconded to move item IV.B.2.a, Deliverables and Cost Estimates, May 10, 2018 to IV.B.2.n, to add item IV.F.2, VISIT FLORIDA 2017-18 Rural Area of Opportunity Reimbursement Report, to add item IV.F.3, Executive Director Report, and to add item IV.F.4, 2018 VISIT FLORIDA Flagler Awards, and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE APRIL 19, 2018 MINUTES

Chair Taylor asked for approval of the April 19, 2018 meeting minutes.

ACTION: Katrina Richardson moved and Ms. Wideman seconded to approve the April 19, 2018 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report, February 28, 2018, Revised

Treasurer McCusker presented the revised February 2018 monthly financial report.

b. Monthly Financial Report Review and Approval, March 2018

Treasurer McCusker presented the March 2018 monthly financial report.

ACTION: Ms. Wideman moved and Tisha Whitehurst seconded to approve the March 2018 monthly financial report as circulated. The motion passed unanimously.

2. Video Committee Report

Chair Taylor reported that the Video Committee met on May 9, 2018 and developed a request for proposals for the website video. She noted that the request for proposals was noticed in Florida Administrative Register on May 15, 2018. She concluded by noting the deadline for proposal submittals is June 15, 2018.

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

1. Approval of 1st Quarter Report and Reimbursement Submittal Package

Mr. Dopp reported on the Fiscal Year 2017-18 first quarter report and reimbursement package.

ACTION: Paula Vann moved and Alvin Jackson seconded to approve the Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant first quarter report and reimbursement request. The motion passed unanimously.

2. Scope of Work

No action was taken regarding this agenda item.

a. Website Maintenance and Hosting

Mr. Dopp presented changes which had been made to the Task Force website since the last meeting.

b. 2018 Marketing Project

Mr. Dopp stated that Jumpem, LLC is continuing the digital advertising campaign for the 2018 Marketing Project.

c. Paddling and Parks Microsite

Mr. Dopp presented the new Florida State Parks microsite as well as the new Forests and Wildlife Refuges microsite.

d. Website Blogs, Nancy Moreland - Blogger

Mr. Dopp reported that Ms. Moreland was not available at this time to write blogs for the Task Force this year.

The Task Force agreed by consensus to consider contracting with Ms. Moreland next year to write descriptions for the Town and County pages.

e. Bicycle Routes - Review and Update

No discussion occurred under this agenda item.

f. Springs Guide - Review and Update

Mr. Dopp stated that the Springs Guide and Bicycle Guide databases are stand-alone databases. He recommended that they be integrated into the main website database. He also recommended that the Springs microsite page as well as the Bicycle microsite page be reformatted to the new attractions page format. He stated that the Florida Department of Economic Opportunity will allow these changes to be made based on the current contract, since the changes constitute updating and maintaining the microsities. Mr. Dopp stated that he had contacted Jumpem, LLC, who agreed to update the pages and integrate the databases for \$2,000. Mr. Dopp recommended that the Task Force expend its Bicycle Guide and Guide microsite update and maintenance funds for this purpose.

ACTION: Ms. Wideman moved and Ms. Whitehurst seconded for the Marketing Committee to create a Request for Proposals to update the Ultimate Bicycle Guide microsite and to update the Ultimate Springs Microsite and to create a new Paddling Trail microsite for an amount not to exceed \$4,500, to Authorize the Marketing 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, authorize staff to enter into a contract with the next highest-ranking proposer, repeating this process until a contract with the highest-ranking proposer can be executed. The motion passed unanimously.

g. VisaVues, Domestic and International Edition

Mr. Dopp stated that the Task Force has entered into a contract for VisaVues for \$5,060.

h. In-house Brochure Printing

Mr. Dopp stated that the Task Force has printed approximately 200 bicycle guide flyers. He stated it is anticipated that the Task Force will request reimbursement for the expenditure as part of the second quarter report and reimbursement request.

i. Domestic Travel Shows

Mr. Dopp reported that he had registered the Task Force for the Georgia RV and Camper Show.

j. Advertising Campaign

(1) UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that the Task Force has not yet received any leads from the UnDiscovered Florida Co-op advertisement.

(2) Florida Park Ranger App Advertisement

Mr. Dopp stated that the Task Force has entered into a contract for \$1,000 for a banner advertisement to appear on the Florida Park Ranger App through December 31, 2018.

(3) VISIT FLORIDA Transportation Map Advertisement

Mr. Dopp reported that a one-half panel advertisement on the VISIT FLORIDA transportation map will cost \$6,000. Mr. Dopp also presented mock-ups for the advertisement.

The Task Force agreed by consensus to purchase a one-half panel advertisement in the VISIT FLORIDA transportation map.

ACTION: Alvin Jackson moved and Ms. Richardson seconded to approve a one-half panel advertisement in the VISIT FLORIDA transportation map at the cost of \$6,000 and use a Devils Den photograph with the phrase “Nature is Our Theme Park.” The motion passed unanimously.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

The Task Force agreed by consensus to place a full-page advertisement in the Visit Florida Travel Planner. Task Force members from Gilchrist County, Hamilton County, Jefferson County, Madison County and Taylor County stated that they would participate in the co-op advertisement.

k. 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.

l. Southeast Tourism Society Marketing College and 2018 Florida Governor’s Tourism Conference

It was agreed by consensus that Mr. Dopp should register to attend the 2018 Florida Governor’s Conference.

The Task Force agreed by consensus to not offer any additional scholarships this year to the Southeastern Tourism Society Marketing College.

m. Professional Organization Memberships

No action was taken regarding this agenda item.

n. Deliverables and Cost Estimates, May 10, 2018

The Task Force reviewed the deliverables and cost estimates for the Regional Rural Development Grant included in the Task Force meeting packet.

Ms. Vann requested staff to include a year-over-year website traffic report in the June 2018 meeting packet.

ACTION: Will Sexton moved and Russ McCallister seconded to amend the 20178-18 Regional Rural Development grant deliverables budget to reduce funds for the Ultimate Bicycle Guide maintenance and updates from \$1,900 to \$1,000, reduce funds for the Ultimate Bicycle Guide Maintenance and Updates from \$1,500 to \$1,000, reduce funds for Nancy Moreland blogs from \$3,000 to \$0, reduce funds for Travel Shows from \$12,000 to \$11,635, reduce funds for media kits from \$2,500 to \$2,365, reduce funds for the designing and printing of regional specialty brochures from \$1,550 to \$0, reduce funds for revising and printing the Ultimate Bicycle Guide from \$2,000 to \$0, reduce funds for VisaVue domestic and international editions from \$5,100 to \$5,060 and increase funds for scholarships from \$12,600 to \$13,510. The motion passed unanimously.

C. VISIT FLORIDA Grants

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

a. Midwest Mountaineering Expo Report

Donna Creamer reported on the Midwest Mountaineering Spring Expo.

b. Bike Expo New York Report

Ms. Creamer and Ms. Vann reported on Bike Expo New York

2. VISIT FLORIDA 2017-18 Rural Area of Opportunity Partnership Reimbursement Report

Mr. Dopp discussed the draft travel show report that staff is preparing for submittal to VISIT FLORIDA.

The Task Force agreed by consensus to authorize staff to submit the report and reimbursement request.

D. 2018-19 Travel Show Season Travel Shows and Estimated Costs

E. VISIT FLORIDA Monthly Report

No report was provided by VISIT FLORIDA.

F. Staff Items

1. Fiscal Year 2018-19 Regional Rural Development Grant

No action was taken regarding this agenda item.

2. VISIT FLORIDA Regional Meetings

Mr. Dopp discussed upcoming regional meetings scheduled by VISIT FLORIDA.

3. Identification of Graphic Artists Used by Task Force Members

Mr. Dopp requested Task Force members to provide him with contact information of graphic artists.

4. Executive Director Report

Scott Koons, Executive Director, reported on the transition of staff support provided by the North Central Florida Regional Planning Council to the Task Force as a result of the retirement of Mr. Dopp in December 2018. Mr. Koons stated that the Council is committed to continuing to provide high quality staff support to assist the Task Force in implementing its marketing program. Mr. Koons further stated that he is agreeable to have the Task Force Chair attend employment interviews for the new Council employee to replace Mr. Dopp.

ACTION: Ms. Beach moved and Ms. Wideman seconded to have Chair Taylor attend the employment interviews for the new Council employee to replace Mr. Dopp. The motion passed unanimously.

Mr. Sexton discussed Council purchasing policies and recommended that they be reviewed and amended as appropriate to allow the Task Force to be able to make procurement decisions in a more timely manner.

Mr. Koons stated that he would review the dollar thresholds for procurement methods in the Council purchasing policies.

Task Force members discussed the denial of a Task Force credit card by the Executive Director.

Mr. Koons suggested that the Task Force could allow advance travel payments to the Travel Show Coordinator, Task Force members and travel show attendees who may experience a financial hardship as a result of using their personal credit cards for travel.

5. VISIT FLORIDA 2018 Flagler Awards

The Task Force agreed by consensus to not apply for a 2018 Flagler Award.

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 Matt Brooks, Levy County Commissioner, discussed nature-based tourism attractions in Levy 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.

VII. Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., June 21, 2018 at a location to be determined in Hamilton County.

The meeting adjourned at 2:03 p.m.



Dawn Taylor, Chair

6/21/18
Date

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