

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Hamilton County Courthouse Annex
Jasper, FL
Hamilton County

June 21, 2018
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Will Sexton, Bradford County
Paula Vann, Columbia County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Nancy Bednarek, Dixie County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Teena Peavey, Suwannee County
Gail Gilman, Wakulla County

OTHERS PRESENT

Beth Burnam, Hamilton County
Board of County Commissioners
Donna Creamer, Task Force
Travel Show Coordinator
Tonja Brown, Vice-Mayor,
Town of White Springs
Sheremah DeJesus, Hamilton County
Development Authority
Thomas Herndon, Wakulla County
Roland Loog, Volunteer
Mariela Garcia-Rendon, Hamilton County
Tourist Development Council
Merrilee Malwitz-Jipson, Columbia County
Richard McCulley, Hamilton County
Tourist Development Council
Walter McKenzie, Hamilton County
Tourist Development Council
Lois Nevins, By All Means Travel
Antoinette Pierce-Cromartie, Hamilton County
Tourist Development Council
Dennis Price, Hamilton County
Tourist Development Council
Charissa Setzer, Suwannee County
Tourist Development Council
Stacy Tebo, Town Manager
Town of White Springs

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Treasurer Dave Mecusker called the meeting to order at 10:04 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Treasurer Mecusker requested approval of the meeting agenda.

ACTION: Will Sexton moved and Nancy Wideman seconded to add item IV.B, North Florida Economic Development Partnership Marketing Opportunity, to the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE MAY 17, 2018 MINUTES

Treasurer Mecusker asked for approval of the May 17, 2018 meeting minutes.

Chair Dawn Taylor joined the meeting at this time.

Katrina Richardson stated that the item under IV.F.4, Executive Director Report, regarding credit card usage should be amended to note the denial of a Task Force credit card by the Executive Director.

ACTION: Mr. Sexton moved and Ron Gromoll seconded to amend a sentence under IV.F.4, Executive Director Report, regarding credit card usage to note the denial of a Task Force credit card by the Executive Director and to approve the May 17, 2018 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval, April 2018

Treasurer Mecusker presented the April 2018 monthly financial report.

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

2. Video Committee Report

Mr. Sexton reported that the Video Committee met earlier today and ranked all proposals received for the 2018 Website Video Project. He stated that the combined rankings of the Committee members resulted in Running Man Pictures as the highest ranked proposer, Oxenfree Design as the second-highest ranked proposer, Vid Monster Productions as the third-highest ranked proposer, Jellysmack Productions as the fourth-highest ranked proposer and Studio 601 as the fifth-highest ranked proposer. Mr. Sexton concluded by noting that the Committee authorized staff to attempt to enter into a contract with the highest ranked proposer and, if unsuccessful, attempt to enter into a contract with the second-highest ranked proposer, repeating the process until a contract is entered into with the highest-ranked proposer with which a contract can be executed.

B. North Florida Economic Development Partnership Marketing Opportunity

Steven Dopp, Senior Planner, reported on an email he had received on June 20, 2018 from the North Florida Economic Development Partnership requesting \$5,000 from Task Force member counties to create a tourism section on the Partnership's website promoting tourism-oriented small businesses. He noted that the funding request from the Partnership was to meet a funding shortfall for a U.S. Department of Agriculture-Rural Development grant.

ACTION: Susan Ramsey moved and Paula Vann seconded to authorize staff to send a letter to Jeff Hendry, Executive Director of the North Florida Economic Development Partnership, Diane Scholz, Director of Rural and Economic Development Services for the Partnership, the Board of Directors of the Partnership, county economic development officials of counties who are members of the Partnership, county coordinators, county administrators and county managers of counties who are members of the Partnership and the board of county commissioners of counties who are members of the Partnership stating that The Original Florida Tourism Task Force strongly recommends that counties not contribute \$5,000 to support the creation of an unnecessary and duplicative tourism promotion section on the Partnership's website for north Florida. The motion passed unanimously.

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

1. Scope of Work

a. Deliverables and Cost Estimates, June 14, 2018

Mr. Dopp presented a proposed revised budget for the Fiscal Year 2017-18 Regional Rural Development Grant. He noted that there is \$1,700 of previously undesignated grant funds. He also stated that the cost of the VISIT FLORIDA Travel Planner advertisement will be \$1,000 less than previously estimated, resulting in \$2,700 of unallocated grant funds. Mr. Dopp stated that the proposed revised budget allocates \$2,500 for the creation of a fishing microsite and \$200 for designing and printing in-house specialty brochures.

ACTION: Ms. Richardson moved and Mr. Mecusker seconded to approve the proposed revised budget as circulated. The motion passed unanimously.

b. Website Maintenance and Hosting

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

The Task Force agreed by consensus to retain the shading on the regional pin map and to add county boundary lines to the county pin maps.

c. 2018 Marketing Project, Review of Analytics

Mr. Dopp presented information from Google Analytics for the 2018 Marketing Project digital advertising campaign.

d. Paddling and Parks Microsite

Mr. Dopp stated that the Marketing Committee will meet at 1:00 p.m., June 21, 2018 to review a proposed request for proposals for the 2018 Paddling, Fishing, Bikes and Springs Project.

e. Website Blogs

No discussion occurred under this agenda item.

f. Bicycle Routes - Review and Update

No discussion occurred under this agenda item.

g. Springs Guide - Review and Update

No discussion occurred under this agenda item.

h. VisaVues, Domestic and International Edition

Mr. Dopp stated that the Task Force has received the first quarter 2018 VisaVues domestic and international reports.

i. In-house Brochure Printing

No discussion occurred under this agenda item.

j. Domestic Travel Shows

No discussion occurred under this agenda item.

k. Advertising Campaign

(1) UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that the Task Force received its first group of leads from the UnDiscovered Florida Co-op advertisement. He further stated he had forwarded the leads to Task Force members.

(2) Florida Park Ranger App Advertisement

No discussion occurred under this agenda item.

(3) VISIT FLORIDA Transportation Map Advertisement

Mr. Dopp discussed four potential advertisement mock-ups included in the meeting packet. He noted that the Task Force previously approved the use of the Devil's Den photo. He further noted that the dimensions of the advertisement were different than presented in the mock-up reviewed by the Task Force at the May 17, 2018 meeting when the Task Force approved the use of a Devil's Den photo.

ACTION: Mr. Mecusker moved to use the Blue Springs selfie kayakers photograph for the VISIT FLORIDA advertisement. The motion died for the lack of a second.

ACTION: Carol McQueen moved and Ms. Vann seconded to lighten the Ichetucknee River paddleboarders photograph and to use the lightened photograph for the VISIT FLORIDA advertisement. The motion passed unanimously.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

Chair Taylor stated that Taylor County will pay for two of the one-sixth page co-op advertisement panels.

ACTION: Mr. Sexton moved and Nancy Wideman seconded to authorize staff to enter into a contract with Miles Media for a full-page VISIT FLORIDA Travel Planner Co-op advertisement, to authorize the expenditure of up to \$8,322 for the purchase of the advertisement, and to authorize staff to provide the names and contact information of participating counties who have agreed to purchase one-sixth page advertisement space in the co-op advertisement to Miles Media for purposes of billing. The motion passed unanimously.

l. Brochure Distribution

Mr. Dopp reported that Florida Suncoast Tourism Promotions, Inc. picked up 30,000 regional brochures from the Task Force this month. He noted that the Task Force has 60,000 regional brochures remaining.

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

Mr. Dopp reported that he had registered to attend the Florida Governor's Tourism Conference.

n. Professional Organization Memberships

No discussion occurred under this agenda item.

C. VISIT FLORIDA Grants

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

Mr. Dopp reported that he is in the process of preparing the reimbursement package.

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

The Task Force reviewed the proposed 2018-19 travel show season shows and estimated costs.

E. VISIT FLORIDA Monthly Report

No report was provided by VISIT FLORIDA.

F. Staff Items

1. General Data Protection Regulation of the European Union

Mr. Dopp stated that the General Data Protection Regulation of the European Union went into effect May 25, 2018. He stated that the Task Force must comply with the regulation as it markets to the European Union. He stated that the Task Force website must be modified to clearly state what data is collected by the Task Force on Europeans, how the Task Force uses the data, and provide a way for Europeans to become informed of what information is collected and how the Task Force uses the collected information.

2. Fiscal Year 2018-19 Regional Rural Development Grant

Mr. Dopp presented the proposed revised budget for the Fiscal Year 2018-19 Regional Rural Development grant which was included in the meeting packet. He noted that the proposed budget adds \$10,000 for the creation of topic-centered landing pages for the Things to Do, Places to Stay and Places to Eat areas of the Task Force website, eliminates funding for revising descriptions for the Task Force website topic-centered landing pages, reduces funding by \$1,500 for the design and printing of in-house specialty brochures, eliminates funding for the purchase of additional Big Bend Saltwater Paddling Trail guides, adds \$1,000 in funding for website modifications needed for compliance with General Data Protection Regulation of the European Union, increases funding by \$2,000 for the digital advertising campaign, reduces funding by \$2,000 for website maintenance and hosting and reduces funding for scholarships by \$3,250.

It was agreed by consensus to reduce funding by \$500 for Domestic Travel Shows, increase funding by \$500 for the purchase of Big Bend Saltwater Paddling Trail guides and to approve the revised proposed Fiscal Year 2018-19 Regional Rural Development Grant budget.

3. VISIT FLORIDA Regional Meetings

Mr. Dopp reported on the VISIT FLORIDA regional meeting held June 20, 2018 in Jacksonville.

4. Meeting with Florida Regional Economic Development Associations Regarding Regional Rural Development Grant Proposed Legislation

Mr. Dopp stated that Scott Koons, Executive Director, had met with the Chair of the North Florida Economic Development Partnership and requested the Partnership work with the Florida Regional Economic Development Association to ensure that any proposed 2018 legislation addressing Regional Rural Development grants be worded in such a way as to not reduce funding to the Task Force. Mr. Dopp stated that Mr. Koons informed him that the request was well-received by the Chair of the Partnership and anticipates the Partnership working with the Association to ensure that any such proposed legislation does not result in a reduction in funding to the Task Force.

5. Revisions to Host Counties for Monthly Meetings

Mr. Dopp stated that the July 19, 2018 Task Force meeting is scheduled to be held in Lafayette County; however, with the passing of Susie Page, the Task Force may wish to consider meeting in another county.

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

The Task Force agreed by consensus to hold the July 19, 2018 meeting in Jefferson County.

V. Leadership Forum

The Honorable Beth Burnam, Hamilton County Commissioner, discussed nature-based tourism attractions in Hamilton County.

VI. New Business

A. Election of a Vice-Chair

Chair Taylor noted that with the passing of Susie Page, the Task Force needed to elect a Task Force member to complete the remainder of the Vice-Chair term of office.

ACTION: Ms. McQueen moved and Ms. Richardson seconded to approve Will Sexton as Vice-Chair to complete the remainder of the Vice-Chair term of office. The motion passed unanimously.

B. Announcements

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

C. 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., July 19, 2018 at a location to be determined in Jefferson County.

The meeting adjourned at 1:23 p.m.


Dawn Taylor, Chair

7/19/18
Date

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