

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello-Jefferson County Chamber of Commerce
Monticello, FL
Jefferson County

July 19, 2018
10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

MEMBERS ABSENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Nancy Bednarek, Dixie County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Alvin Jackson, Suwannee County
Gail Gilman, Wakulla County

OTHERS PRESENT

Honorable Troy Avera,
Monticello City Councilman
Gretchen Avera, Jefferson County
Tourist Development Council
Honorable Halsey Beshears,
Florida House of Representatives, District 7
Ron Schiano, Monticello-Jefferson County
Chamber of Commerce
Donna Creamer, Task Force
Travel Show Coordinator
Honorable Lee Deen, Mayor, City of Trenton
Robert Gitzen, Florida Department of
Economic Opportunity
Bobbie Golden, Jefferson County
Tourist Development Council
Roland Loog, Volunteer
Mariela Garcia-Rendon, Hamilton County
Tourist Development Council
Russell Mick, Running Man Pictures
Lois Nevins, By All Means Travel
Leela Robinson, Deep Spring Farm
Charissa Setzer, Suwannee 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 10:01 a.m. and called for introductions.

Russell Mick, Running Man Pictures, requested that Task Force members email either Chair Taylor or Steven Dopp, Senior Planner, the names of persons to feature in the new Task Force video.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Mr. Dopp requested to add the following items to the agenda:

IV.A, Representative Halsey Beshears and Regional Rural Development Grant Legislation; IV.B, Russell Mick, Running Man Pictures; IV.I, Selection of Travel Show Coordinator; and IV.J, Travel Show Staff Selection Procedure.

ACTION: Nancy Wideman moved and Pat Watson seconded to add items IV.B, Representative Halsey Beshears and Regional Rural Development Grant Legislation and to incorporate agenda items IV.B and IV.C as part of new item IV.B; to add item IV.F, Selection of Travel Show Coordinator; and to add item IV.G, Travel Show Staff Selection Procedure to the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JUNE 21, 2018 MINUTES

Chair Taylor asked for approval of the June 21, 2018 meeting minutes.

ACTION: Dave Mecusker moved and Ms. Wideman seconded to approve the June 21, 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, May 2018

Treasurer Mecusker presented the May 2018 monthly financial report.

ACTION: Katrina Richardson moved and Ron Gromoll seconded to approve the May 2018 monthly financial report as circulated. The motion passed unanimously.

2. Marketing Committee Report

Mr. Dopp reported that the Marketing Committee met July 19, 2018 and authorized staff to distribute a Request for Proposals for the 2018 Task Force Paddling, Fishing, Bikes and Springs Project. Mr. Dopp noted that he distributed copies of the request for proposals to website development companies as well as posting the notice on the Council website and Florida Administrative Register. He concluded by noting that the deadline for submission of proposals is 5:00 p.m. Eastern Daylight Savings Time, July 30, 2018.

B. Representative Halsey Beshears, The Original Florida Tourism Task Force Overview Presentation and Regional Rural Development Grant Proposed Legislation

Mr. Dopp presented an overview of the Task Force.

Ms. Richardson requested the support of Representative Beshears for full funding of VISIT FLORIDA as well as The Original Florida Tourism Task Force should any legislative amendments be proposed to the Regional Rural Development Grant program.

Representative Beshears stated that he supported continued funding of the Task Force through the Regional Rural Development Grant program.

The Task Force agreed by consensus to send a letter of appreciation to Representative Beshears.

C. North Florida Economic Development Partnership Marketing Opportunity

Mr. Dopp reported that, based on Task Force direction at the June 21, 2018 meeting, Scott Koons, Executive Director, sent an email 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 county commissioners of counties who are members of the Partnership stating the Task Force strongly opposed the North Florida Economic Development Partnership tourism website proposal. Mr. Dopp noted he has been advised that the Partnership will not proceed with the proposal.

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

1. Scope of Work

a. Deliverables and Cost Estimates

Mr. Dopp presented a proposed revised budget for the Fiscal Year 2017-18 Regional Rural Development Grant. He noted that there was \$1,000 of grant funds allocated to the Florida Pocket Ranger app advertisement which was inadvertently omitted from the June 21, 2018 version.

The Task Force agreed by consensus to approve the revised Fiscal Year 2017-18 Regional Rural Development Grant deliverables and cost estimates.

b. Website Maintenance and Hosting

(1) Addition of County Boundaries

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

(2) Review of Home Page

Task Force members discussed potential changes to the home page.

c. 2018 Marketing Project

Mr. Dopp stated that a report from Jumpem on the first one-half of the 2018 Marketing Project digital advertising campaign is included in the meeting packet.

d. Paddling and Parks Microsite

No discussion occurred under this agenda item.

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

No discussion occurred under this agenda item.

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 second 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

Mr. Dopp reported that the Task Force has not received any analytics from Parks by Nature regarding the Task Force advertisement.

(3) VISIT FLORIDA Transportation Map Advertisement

Mr. Dopp stated that the final mock-up of the advertisement is included in the meeting packet.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

Mr. Dopp stated that he had forwarded to Irish Carol of Miles Media the contact information of Task Force members who are participating in the co-op advertisement.

l. Brochure Distribution

No discussion occurred under this agenda item.

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

Task Force members who attended Marketing College reported on the Southeast Tourism Society 2018 Marketing College.

n. Professional Organization Memberships

No discussion occurred under this agenda item.

E. VISIT FLORIDA Grants

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

Mr. Dopp reported that he has submitted the final report and reimbursement package to VISIT FLORIDA.

F. Selection of Travel Show Coordinator

ACTION: Paula Vann moved and Ms. Richardson seconded to retain Donna Creamer as the Fiscal Year 2018-19 VISIT FLORIDA - The Original Florida Tourism Task Force Travel Show Coordinator and authorize the Executive Director to enter into a Travel Show Coordinator contract with Ms. Creamer for up to \$16,500 for the performance of Travel Show Coordinator duties. The motion carried unanimously.

G. 2018-19 Travel Show Booth Staff Selection Procedure

The Task Force agreed by consensus to designate Ms. Creamer as responsible for travel show exhibitor assignments and for her to limit her staffing of travel shows to those where no one else can be found to staff the show.

Ms. Creamer assigned Roland Loog and Dave Mecusker to staff the 2018 Georgia RV and Camping Show.

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

Mr. Dopp stated that he would email copies of the final 2017-18 travel show season report to Task Force members.

Mr. Dopp recommended that the Task Force hold a travel show workshop in the fall of 2018.

Chair Taylor stated that the Task Force may wish to devote its October 2018 meeting to the travel show workshop.

Mr. Dopp stated that the Task Force may wish to have the more experienced travel show attendees lead the travel show workshop for those staffing booths during the 2018-19 travel show season.

Mr. Dopp stated that VISIT FLORIDA may require Task Force members to sign an agreement similar to the Travel Show Lead and Assistant statements included in the meeting packet.

Teena Peavey suggested that the Task Force hold a roundtable after the travel show season to share insights and lessons learned at the shows.

I. VISIT FLORIDA Monthly Report

Mr. Dopp presented the VISIT FLORIDA monthly update.

J. Staff Items

1. 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 \$2,500 for maintenance of the Things to Do, Places to Stay and Places to Eat pin map database and \$2,500 for the creation of six town landing pages.

It was agreed by consensus to approve the revised 2018-19 Regional Rural Development grant deliverables and budget as circulated.

2. County Brochures

Mr. Dopp requested Task Force members to provide him with county brochures for distribution at travel shows during the 2018-19 travel show season.

K. Other Old Business

1. Updated Task Force Member Contact Information

No changes were 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

No leadership forum was held.

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., August 16, 2018 at a location to be determined in Madison County.

The meeting adjourned at 12:55 p.m.

Dawn Taylor, Chair

8/16/18
Date

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