



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Madison County Chamber of Commerce of Commerce and Tourism
182 College Loop, Madison, FL
Madison County

August 16, 2018
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
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
Mariela Garcia-Rendon, Hamilton County
Nancy Wideman, Jefferson County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Alvin Jackson, Suwannee County
Teena Peavey, Suwannee County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County, Treasurer

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Lance Griffin, Bienville Plantation
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Charissa Setzer, Suwannee County
Tourist Development Council
Wanda Violet, Madison County Storytelling

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Nancy Bednarek, Dixie County
Tisha Whitehurst, Levy County
Trent Abbott, Madison County
Sandy Beach, Taylor County
Gail Gilman, Wakulla County

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.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Due to the absence of Senator Montford, Chair Taylor recommended that items IV.A. The Original Florida Tourism Task Force Overview Presentation, and IV.B. Regional Rural Development Grant Proposed Legislation, be removed from the agenda, that item IV.J.1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables, be moved to IV.C.b. and that IV.C.1.b. Adoption of Fiscal Year 2018-19 Budget, be moved to IV.C.1.c.

ACTION: Katrina Richardson moved and Ron Gromoll seconded that items IV.A. The Original Florida Tourism Task Force Overview Presentation, and IV.B. Regional Rural Development Grant Proposed Legislation, be removed from the agenda, that item IV.J.1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables, be moved to IV.C.b. on the agenda and that IV.C.1.b. Adoption of Fiscal Year 2018-19 Budget, be moved to IV.C.1.c. on the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JULY 19, 2018 MINUTES

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

ACTION: Carol McQueen moved and Nancy Wideman seconded to approve the July 19, 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, June 2018

Treasurer Mecusker presented the June 2018 monthly financial report.

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

b. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables

Mr. Dopp presented the proposed revised budget for the Fiscal Year 2018-19 Regional Rural Development grant deliverables which was included in the meeting packet. He noted that the proposed budget adds \$12,000 for the creation of town and county website videos and reduces the domestic travel shows by \$7,000 as well as making other reductions in order to fund the addition of the videos.

ACTION: Ms. Richardson moved and Ms. Wideman seconded to approve the proposed revised Fiscal Year 2018-19 Regional Rural Development Grant deliverables as circulated. The motion passed unanimously.

c. Adoption of Fiscal Year 2018-19 Budget

Mr. Dopp presented a revised Task Force budget for Fiscal Year 2018-19 in the amount of \$361,100 which was distributed at the meeting. He noted that the revised budget included an additional \$600 for the F.re.e Messe Munich travel show.

ACTION: Teena Peavey moved and Mr. Gromoll seconded to approve the revised Task Force Fiscal Year 2018-19 budget in the amount of \$361,100 as circulated. The motion passed unanimously.

2. Marketing Committee Report

Ms. Richardson reported that the Marketing Committee met earlier today and approved the final vendor ranking for the 2018 Paddling, Bikes and Springs Project Marketing Project Proposals Marketing Project. She stated that Jumpem, LLC, was the highest ranking vendor and, as authorized by the Task Force at its May 17, 2018 meeting, staff will negotiate a contract with Jumpem, LLC.

3. Video Committee Report

Chair Taylor reported that she has been in contact with Russell Mick of Running Man Pictures. Ms. Taylor reported that Mr. Mick intends to highlight springs, coastline, bicycling, birding, fishing, events, rivers, quaint towns and paddling. Mr. Dopp recommended adding hiking the Florida National Scenic Trail to the list of attractions to be featured in the video. Ms. Taylor stated that Mr. Mick will soon be contacting Task Force members regarding filming.

Mr. Dopp stated that the Task Force has entered into a contract with Running Man Pictures and has made a \$5,000 advance payment in accordance with the contract to begin production of the video.

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

1. Approval of Second Quarter Report and Reimbursement Submittal Package

Mr. Dopp presented the second quarter report and reimbursement request included in the Task Force meeting packet.

ACTION: Ms. McQueen moved and Mr. Mecusker seconded to approve the Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant second quarter report and reimbursement request. The motion passed unanimously.

2. Scope of Work

a. Deliverables and Cost Estimates

Mr. Dopp stated that he anticipates actual costs for deliverables will be approximately \$2,000 less than budgeted. He suggested the Task Force may wish to purchase additional pre-loaded Universal Serial Bus media kits with the anticipated unspent funds.

b. Website Maintenance and Hosting

Mr. Dopp stated that Jumpem, LLC discovered an out-of-date plug-in which resulted in blog pages not being counted by Google Analytics when accessed by website users. Mr. Dopp noted that Jumpem, LLC has remedied the issue. He noted that, as a result, the bounce rate has dropped approximately ten percentage points.

Mr. Dopp stated that he had received a request from a recreational vehicle park asking the Task Force to distribute their brochure at travel shows and/or posting their brochure on the Task Force website brochures page.

Donna Creamer recommended that individual businesses could donate a prize which could be given away at travel shows.

The Task Force agreed by consensus to not post brochures from individual businesses on the Task Force website brochures page and to limit the distribution of private camping/recreational vehicle park brochures at travel shows to those brochures which include a discount coupon. The Task Force further agreed by consensus that such brochures will be limited to 50 brochures per campground/recreational vehicle park per show.

c. 2018 Marketing Project

Mr. Dopp stated that Jumpem, LLC is continuing with the second half of the digital advertising campaign.

Ms. Vann agreed to look at the Google Analytics of the Task Force website.

d. Paddling, Fishing Bikes and Springs Microsite

No discussion occurred under this agenda item.

e. Website Blogs

No discussion occurred under this agenda item.

f. VisaVues, Domestic and International Editions

Mr. Dopp stated that the Task Force received its second quarter VisaVues reports. He noted that second quarter domestic spending was up 7.6 percent compared to the second quarter of 2017. Mr. Dopp also stated that international spending was up 5.9 percent but that spending from the United Kingdom and Germany was down 18.1 and 26.5 percent, respectively.

g. In-house Brochure Printing

No discussion occurred under this agenda item.

h. Domestic Travel Shows

No discussion occurred under this agenda item.

i. Advertising Campaign

(1) UnDiscovered Florida Co-op Advertisement

Mr. Dopp stated that he continues to forward leads from the advertisement 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 stated that he had submitted the Task Force advertisement to VISIT FLORIDA for publication.

(4) VISIT FLORIDA Travel Planner Co-op Advertisement

Mr. Dopp stated Irish Carol of Miles Media has not yet heard from all of the participants in the co-op advertisement.

j. Brochure Distribution

No discussion occurred under this agenda item.

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

No discussion occurred under this agenda item.

l. 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 the Task Force recently received its reimbursement check from VISIT FLORIDA for the 2017-18 Rural Area of Opportunity program.

D. 2018-19 Travel Show Season Tentative Travel Show Schedule

Mr. Dopp stated that VISIT FLORIDA has approved the travel show line-up included in the Task Force meeting packet.

Mr. Dopp encouraged Task Force members to submit their show requests to Ms. Creamer.

Ms. Creamer stated that the individuals selected to by her to staff travel show booths must also be approved by VISIT FLORIDA.

Roland Loog requested that the Task Force fund one extra day for the Boot Dusseldorf show to allow the Task Force booth staff representative to stay one extra day after the show using Task Force funds.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to fund one extra day for the Boot Dusseldorf show to allow the Task Force booth staff representative to allow the Task Force booth staff representative to stay in Dusseldorf one extra day after the show before returning by using Task Force funds. The motion passed unanimously.

E. Display Runners and Posters for Travel Shows

Ms. Creamer recommended that the Task Force purchase four table runners with its VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget to replace existing table covers for the 2018-19 Travel Show Season.

Mr. Dopp recommended that \$2,500 of the promotional items budget be allocated for the purchase of Universal Serial Bus media kits, \$700 be allocated for the purchase of fabric posters, \$65 be allocated for the purchase of cardboard brochure holders and the remainder of promotional items budget be allocated for the purchase of GoPro cameras.

ACTION: Mr. Mecusker moved and Ms. Wideman seconded to allocate \$500 for the purchase of table runners from the VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget to replace its existing table covers for the 2018-19 Travel Show Season and to authorize staff to make the purchase. The motion passed unanimously.

ACTION: Mr. Gromoll moved and Ms. Richardson seconded to allocate from the VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget \$700 for the purchase of fabric posters, \$2,500 for the purchase of Universal Serial Bus media kits \$65 for the purchase of cardboard brochure holders and the remainder of the VISIT FLORIDA 2018-19 Rural Area of Opportunity Promotional Items budget be used to purchase GoPro cameras and to authorize staff to make the purchases. The motion passed unanimously.

Mr. Dopp stated that he would print copies of prospective posters for Task Force review and approval at the September 20, 2018 Task Force meeting.

- F. Adoption of 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements Agreements

Mr. Dopp recommended that the Task Force require travel show booth staff be required to sign the 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements Agreement included in the Task Force meeting packet.

ACTION: Mr. Mecusker moved and Ms. Wideman seconded to require Task Force representatives at Task Force travel shows to sign the 2018-19 Travel Show Season Description of Duties, Responsibilities and Requirements agreements as circulated. The motion passed unanimously.

- G. VISIT FLORIDA Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly update.

- H. Staff Items

1. Task Force Letter to the Honorable Halsey Beshears, Florida House of Representatives, District 7

Mr. Dopp stated that the Task Force sent a letter of appreciation to Representative Beshears for attending the August 23, 2018 Task Force meeting. He noted that a copy of the letter is included in the Task Force meeting packet.

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.

3. Clay County Request

Mr. Dopp reported that he had received a request from Clay County to join the Task Force.

ACTION: Ms. McQueen moved and Mr. Mecusker seconded to not accept Clay County as a member of The Original Florida Tourism Task Force at this time. The motion passed with ten ayes (McCallister, McQueen, Mecusker, Peavey, Ramsey, Garcia-Rendon, Richardson, Taylor, Watson and Williams) and six nays (Gromoll, Jackson, Plemons, Sexton, Vann and Wideman).

I. 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

Wanda Violet of Madison County Storytelling discussed the annual Madison County Storytelling event and presented a story to the Task Force.

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., September 20, 2018 at VISIT FLORIDA headquarters in Tallahassee.

The meeting adjourned at 1:03 p.m.


Dawn Taylor, Chair

9/20/18
Date

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