MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on September 20, 2018. The meeting will be held at the Multi-Purpose Room at VISIT FLORIDA, 2540 Executive Circle West, Suite 200, Tallahassee, Florida beginning at 10:00 a.m.

(Location Map on Back)
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VISIT FLORIDA
2540 Executive Center Circle West, Suite 200, Tallahassee, FL
Leon County
September 20, 2018
Thursday 10:00 a.m.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the August 16, 2018 Meeting Minutes

IV. Old Business

A. The Original Florida Tourism Task Force Overview Presentation

B. Regional Rural Development Grant Proposed Legislation

C. Committee Reports
   1. Finance Committee Report
   2. Video Committee Report

D. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Deliverables and Cost Estimates
   2. Website Maintenance and Hosting
   3. 2018 Marketing Project
   4. Digital Advertising Campaign
   5. Paddling, Fishing, Bikes and Springs Microsites
   6. Website Blogs
   7. VisaVues, Domestic and International Editions
   8. In-house Brochure Printing
   9. Domestic Travel Shows
   10. Advertising Campaign
       a. UnDiscovered Florida Co-op Advertisement
       b. Florida Park Ranger App Advertisement
       c. VISIT FLORIDA Transportation Map Advertisement
       d. VISIT FLORIDA Travel Planner Co-op Advertisement
          Co-op Participants ($1,383 per 1/6th Panel)
   11. Brochure Distribution
   12. 2018 Florida Governor’s Tourism Conference
   13. Professional Organization Memberships
E. Fiscal Year 2018-19 Regional Rural Development Grant
   1. Fiscal Year 2018-19 Regional Rural Development Grant Deliverables  67
      a. VISIT FLORIDA Retargeting Program  69
      b. Youtube Video Advertising
      c. Visit USA UK Association  73
      d. Visit USA Committee Germany  83
      e. Travel South Magazine Advertisement  97
   2. Authorization to Submit Fiscal Year 2018-19 Regional Rural Development Grant Application

F. VISIT FLORIDA Grants
   1. VISIT FLORIDA - Fiscal Year 2018-19 North Central Florida Rural Area of Opportunity Partnership Program  113
      a. Travel Show Schedule and Travel Show Assignments
      b. Posters

G. VISIT FLORIDA Monthly Report, Brenna Dacks

H. Staff Items

I. Other Old Business
   1. Updated Task Force Member Contact Information  115
   2. 2018 Meeting Dates and Locations  119

V. Leadership Forum: The Honorable Bill Montford, Florida State Senate, District 3

VI. New Business

A. Announcements

B. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., October 18, 2018 at a location to be determined in Taylor County.