

The Original Florida
TOURISM TASK FORCE

Visit Natural
NORTH FLORIDA

MEETING NOTICE

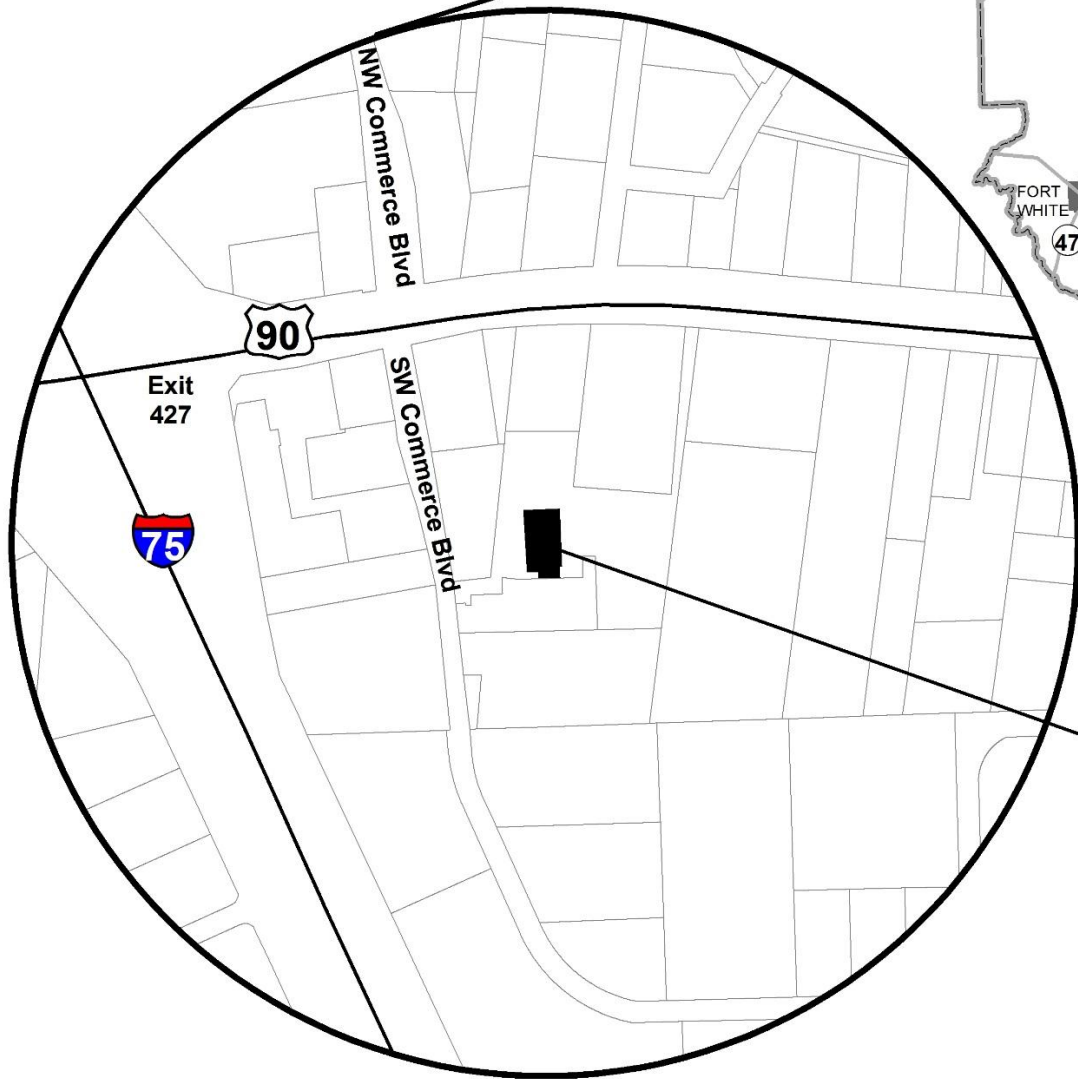
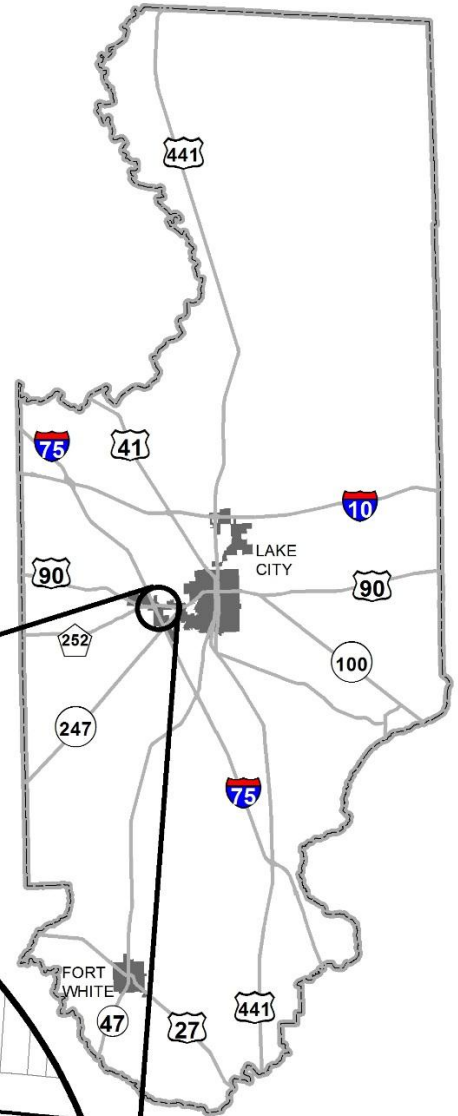
There will be a meeting of the Original Florida Tourism Task Force on **February 15, 2018**. The meeting will be held at the **Holiday Inn Hotel and Suites 213 SW Commerce Boulevard, Lake City, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)

Holiday Inn Hotel & Suites

213 SW Commerce Blvd
Lake City, Florida 32025

Directions: From the intersection of Interstate 75 and U.S. Highway 90 (exit 427) in the City of Lake City turn, East onto U.S. Highway 90, travel approximately 450 feet to SW Commerce Blvd, turn right (South) onto SW Commerce Blvd, travel approximately 720 feet and the Holiday Inn Hotel & Suites is on the left.



1 inch = 500 feet

Holiday Inn
Hotel & Suites



The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Holiday Inn Hotel and Suites
213 SW Commerce Boulevard, Lake City, FL
Columbia County

February 15, 2018
Thursday 10:00 a.m.

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A. Committee Reports	
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2. 2018 Marketing Project	
3. Pseudo Reservation System	
4. Paddling Microsite	
5. Task Force Video	
6. Website Blogs - Nancy Moreland Blogger Update	
7. Bicycle Routes - Review and Update	
8. Springs Guide - Review and Update	
9. VisaVue, Domestic and International Editions	
10. Big Bend Saltwater Paddling Trail Guide Purchase	
11. In-house Brochure Printing	
12. Domestic Travel Shows	
13. Advertising Campaign	
a. UnDiscovered Florida Co-op Advertisement	
14. Brochure Distribution	
15. Southeast Tourism Society Marketing College and 2018 Florida Governor's Tourism Conference	
16. Professional Organization Memberships	

- D. VISIT FLORIDA Grants
 - 1. VISIT FLORIDA - North Central Florida Fiscal Year 2017-18 Rural Area of Opportunity Partnership Program
 - a. Washington, DC Travel and Adventure Show Report
 - b. Atlanta Camping and RV Show Report
 - c. Boston Globe Travel Show Report
 - d. Travel Shows and Travel Show Assignments 65
- E. VISIT FLORIDA Monthly Report, Brenna Dacks
- F. Staff Items
 - 1. House Bill 1103 and Senate Bill 1646 Update
 - 2. Fiscal Year 2018-19 Regional Rural Development Grant Project 67
 - 3. Unpaid 2017-18 Regional Cooperative Marketing Program Fees
- G. Other Old Business
 - 1. Updated Task Force Member Contact Information 69
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- V. Leadership Forum: To be determined
- 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., March 15, 2018 at a location to be determined in Suwannee County.