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.
The Original Florida TOURISM TASK FORCE
Meeting Agenda

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

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

PAGE NO.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the January 18, 2018 Meeting Minutes

IV. Old Business

A. Committee Reports
   1. Finance Committee Report
   2. Marketing Committee Report
      a. Vendor Ranking and Selected Vendor for 2018 Marketing Project

B. Fiscal Year 2016-17 Regional Rural Development Grant
   1. Approval of 4th Quarter Report and Reimbursement Submittal Package

C. Fiscal Year 2017-18 Regional Rural Development Grant
   1. Scope of Work
   2. Deliverables and Cost Estimates, February 6, 2018
   3. 2018 Marketing Project
   4. Pseudo Reservation System
   5. Paddling Microsite
   6. Task Force Video
   7. Website Blogs - Nancy Moreland Blogger Update
   8. Bicycle Routes - Review and Update
   10. VisaVue, Domestic and International Editions
   11. Big Bend Saltwater Paddling Trail Guide Purchase
   12. In-house Brochure Printing
   13. Domestic Travel Shows
   14. Advertising Campaign
      a. UnDiscovered Florida Co-op Advertisement
   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

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
   3. Unpaid 2017-18 Regional Cooperative Marketing Program Fees

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

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.