

MEETING NOTICE

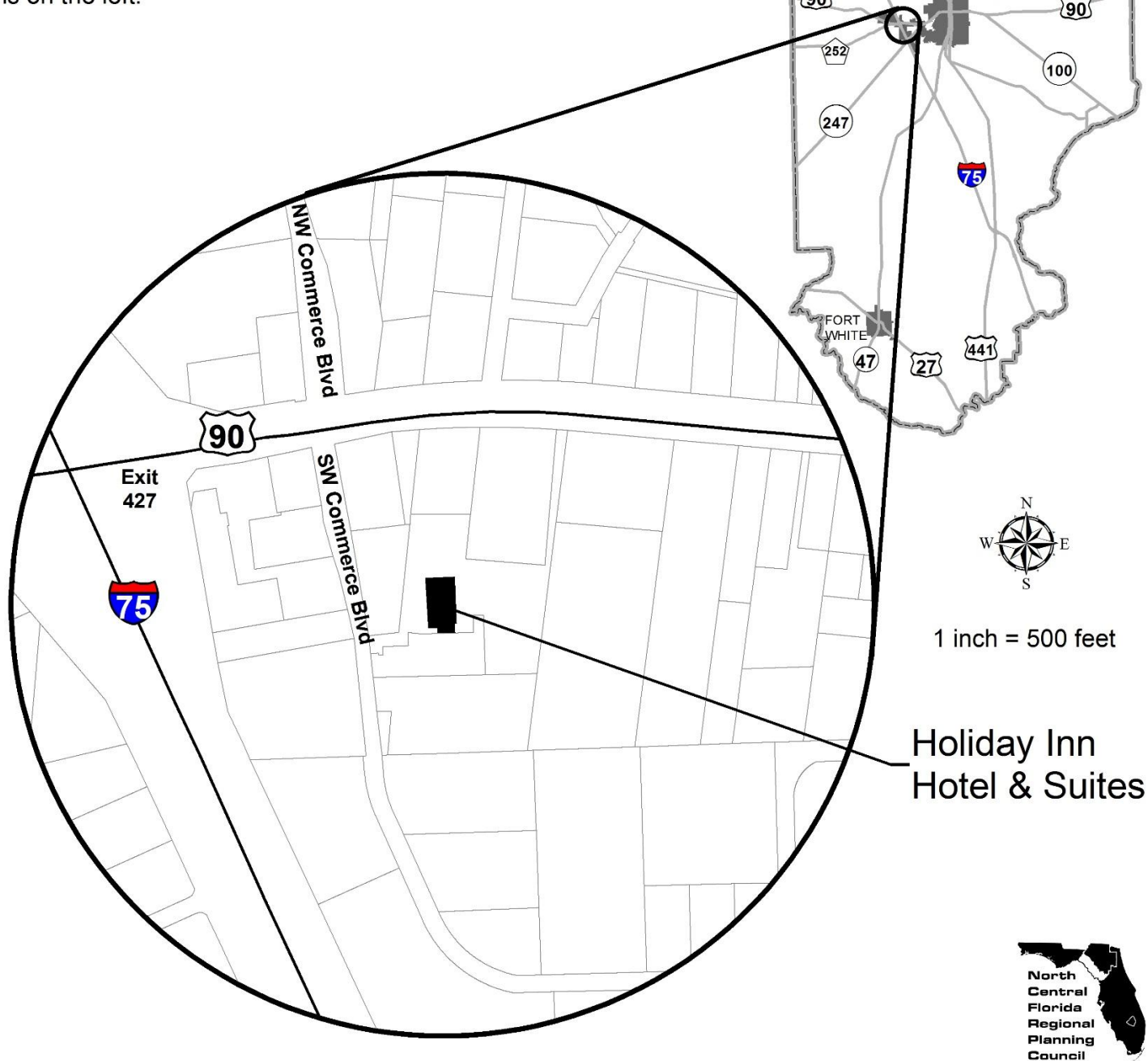
There will be a meeting of the Original Florida Tourism Task Force **Marketing Committee** on **February 15, 2018**. The meeting will be held at the **Holiday Inn Hotel & Suites, 213 SW Commerce Boulevard, Lake City, FL**, beginning at **9:30 a.m.**

(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
Marketing Committee Meeting Agenda

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

February 15, 2018
9:30 a.m.

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I. Call to Order, Introductions	
II. Approval of the Agenda	3
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IV. New Business	
A. Review of Combined Ranking for 2018 Marketing Project Proposals	7
B. Determination of Final Ranking and/or Request for Oral Presentations	

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MINUTES OF
The Original Florida
MARKETING COMMITTEE MEETING

Island Hotel and Restaurant
373 2nd Street, Cedar Key, FL
Levy County

May 25, 2017
10:00 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County, Chair
Carol McQueen, Levy County
Katrina Richardson, Jefferson County

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Dawn Taylor, Taylor County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Paula Vann called the meeting to order at 10:02 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Steve Dopp requested approval of the meeting agenda.

ACTION: Katrina Richardson moved and Carol McQueen seconded to approve the agenda as circulated. The motion passed unanimously.

III. New Business

A. Review of Combined Ranking for 2017 Marketing Project Proposals

Mr. Dopp stated that four out of the five Committee members ranked Jumpem, LLC, as the highest-ranking vendor.

ACTION: Ms. Richardson moved and Ms. McQueen seconded to rank Jumpem, LLC. as the highest-ranking vendor. The motion passed unanimously.

The meeting adjourned at 10:12 p.m.

Paula Vann, Chair

2/15/18
Date

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Marketing Committee, The Original Florida Tourism Task Force
 2018 Marketing Project Ranking Sheet
 Committee Rankings
 January 31, 2018

Proposals	Carol McQueen	Katrina Richardson	Dawn Taylor	Paula Vann	Total	Rank
BowStern	3	5	6	3	17	5
BrainSurface	4	4	3	4	15	3
Creative Digital Agency	2	2	5	2	11	2
JUMPEM	1	1	1	1	4	1
The NET Group	5	6	4	6	21	6
Univision	6	3	2	5	16	4

Ranking Notes: 1 = highest-ranking proposer; 2 = 2nd highest-ranking proposer, etc.

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