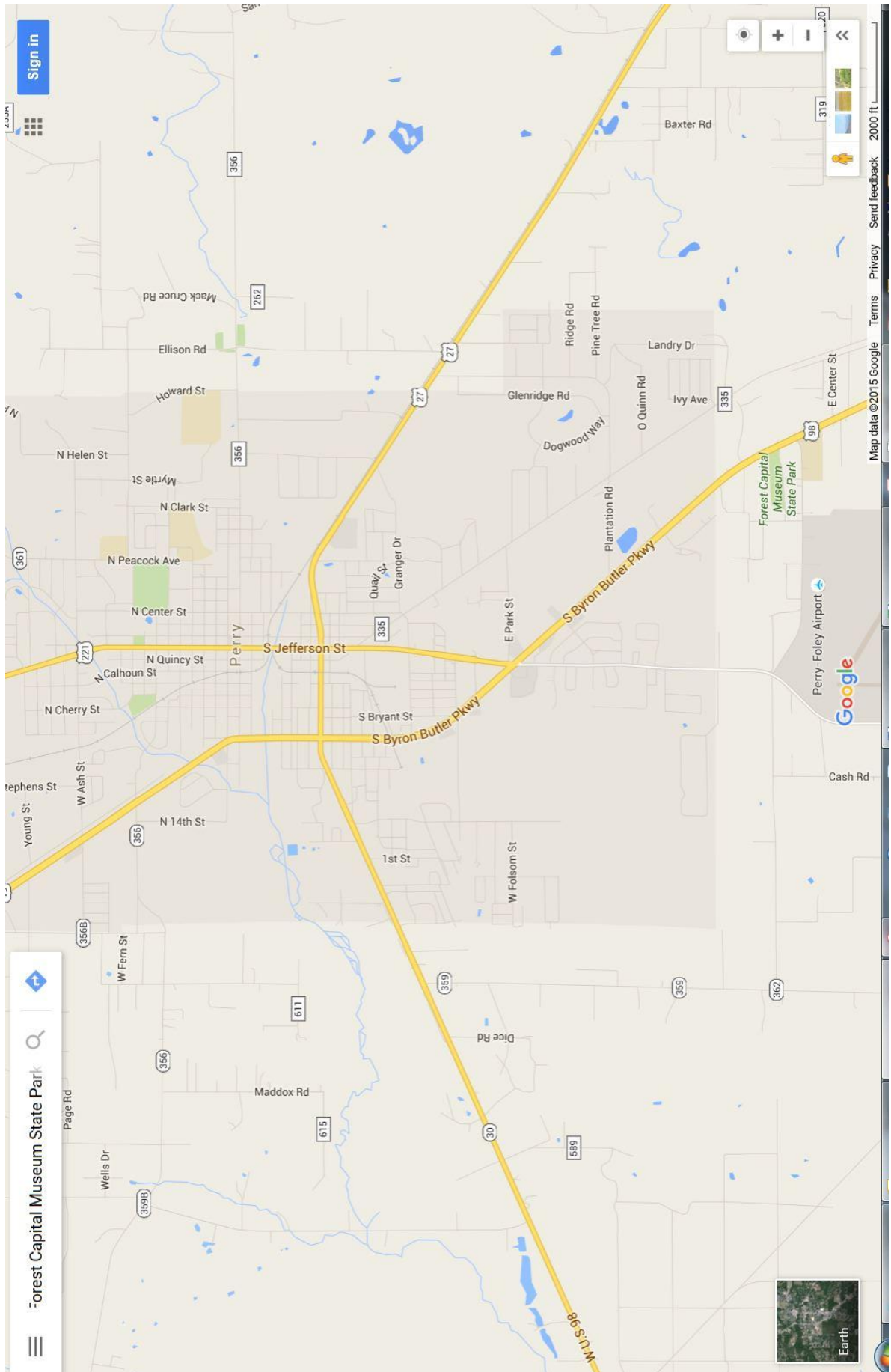


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **November 19, 2015**. The meeting will be held in the **Forest Capital Hall at Forest Capital Museum State Park, 203 Forest Park Drive, Perry, Florida** beginning at **10:00 a.m.**

(Location Map on Back)



The Original Florida
TOURISM TASK FORCE
Meeting Agenda



**Forest Capital Hall, Forest Capital State Museum
203 Forest Capital Drive, Perry FL
Taylor County**

**November 19, 2015
Thursday 10:00 a.m.**

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III. Approval of the October 15, 2015 Meeting Minutes	5
IV. Presentation: Website Revamp - Sparxoo	
A. Website Preview	
B. Video Options	11
V. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval	13
b. Proposed Amended Fiscal Year 2014-15 Budget	19
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B. Staff Items	
1. Conservation Fund Big Bend Seed Grant Application	25
2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant	27
a. Revamp Website	
b. Five-Year Strategic Marketing Plan	
1. 1:30 p.m., November 19, 2015 Workshop	
c. Brochure Distribution	
d. Professional Enhancement Scholarships	
e. Media Advertising - Florida Pocket Ranger App Advertisement	
2. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant	
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d. In-state Travel Shows	39

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- 3. Visit Florida Grants
 - a. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant (website blogger)
 - b. Visit Florida - North Central Florida 2015-16 Rural Area of Opportunity Partnership Program 53
 - 1. Replace Toronto RV & Camping Show (2/9/16 - 2/16/16) with Toronto Outdoor Adventure Show (2/17/16 - 2/22/16) 55
 - 2. World Travel Market London - Show Report
 - 3. Tablecloths and shirts
 - 4. Other Staff Items
 - a. Outdoor Adventures and Camping/RV Brochures
 - b. Undiscovered Florida Co-op Ad 59
 - c. Suwannee River Wilderness Trail Paddling Guide Update
 - d. Presentations to Hamilton and Suwannee County Tourist Development Councils
 - C. Other Old Business
 - 1. Updated Task Force Member Contact Information 61
 - 2. 2016 Meeting Dates and Locations 65
 - a. Trade Meeting Date with Levy County 67
 - D. VISIT FLORIDA Monthly Report, Brenna Dacks
- VI. Leadership Forum: To be determined
- VII. 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., January 21, 2016 at a location to be determined in Alachua County.