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)
I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the October 15, 2015 Meeting Minutes

IV. Presentation: Website Revamp - Sparxoo
   A. Website Preview
   B. Video Options

V. Old Business
   A. Committee Reports
      1. Finance Committee Report
         b. Proposed Amended Fiscal Year 2014-15 Budget
         c. Proposed Amended Fiscal Year 2015-16 Budget
   B. Staff Items
      1. Conservation Fund Big Bend Seed Grant Application
      2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant
         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
         a. Support and Confirmation of Funding Letters
         b. Revised Scope of Work
         c. Southeast Tourism Society Marketing College - May 2016
         d. In-state Travel Shows
3. Visit Florida Grants
   a. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant (website blogger)
      1. Replace Toronto RV & Camping Show (2/9/16 - 2/16/16) with Toronto Outdoor Adventure Show (2/17/16 - 2/22/16)
      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
   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
   2. 2016 Meeting Dates and Locations
      a. Trade Meeting Date with Levy County

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.