MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **August 20, 2015**. The meeting will be held at the Union County Historical Museum, 401 W. Main Street, Lake Butler, Florida, beginning at 10:00 a.m.

(Location Map on Back)
The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Union County Historical Museum
401 W. Main Street
Lake Butler, FL
Union County

August 20, 2015
Thursday 10:00 a.m.

PAGE NO.

I. Call to Order, Introductions
II. Approval of the Agenda
III. Approval of the July 16, 2015 Meeting Minutes
IV. Old Business
   A. Committee Reports
      1. Finance Committee Report
         a. Monthly Financial Reports Review and Approval
      2. Nominating Committee Report and Election of Officers
         A. Election of President
         B. Election of Vice-President
         C. Election of Secretary/Treasurer
   B. Staff Items
      1. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant
         a. Revamp Website - Presentation by Sparxoo
         b. Five-Year Strategic Marketing Plan - Presentation by CBEI
         c. Brochure Distribution
         d. Professional Enhancement Scholarships
         e. Media Advertising - Florida Pocket Ranger App Advertisement
      2. Visit Florida Grants
         a. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant (website bloggers)
      3. Other Staff Items
         c. Undiscovered Florida Co-op Ad
            a. Wakulla County Fiscal Year 2015/16 Membership
            b. Conservation Foundation Big Bend Seed Grant
            d. Fiscal Year 2015-16 Task Force Work Program
C. Other Old Business
   1. Suwannee River Wilderness Trail Paddling Guide Update
   2. Updated Task Force Member Contact Information
   3. Meeting Dates and Locations

D. Visit Florida Report
   1. Brenna Dacks, Visit Florida

V. New Business
   A. Announcements
   B. Other New Business

VI. Leadership Forum: Cindy Vees, Social Media Marketing

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., September 17, 2015 at VISIT FLORIDA headquarters in Tallahassee.