MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on September 17, 2015. The meeting will be held in the Multi-Purpose Room at Visit Florida, 2540 Executive Circle West, Suite 200, Tallahassee, Florida beginning at 10:00 a.m.

(Location Map on Back)
Visit Florida  
2540 Executive Center Circle West, Suite 200, Tallahassee, FL  
Leon County  

September 17, 2015  
Thursday 10:00 a.m.  

THE ORIGINAL FLORIDA  
TOURISM TASK FORCE  
Meeting Agenda  

PAGE NO.  

I. Call to Order, Introductions  

II. Approval of the Agenda  

III. Approval of the August 20, 2015 Meeting Minutes  

IV. Questions and Answers with the VISIT FLORIDA Executive Team  

V. VISIT FLORIDA Monthly Report, Brenna Dacks  

VI. Old Business  

A. Revamp Website - Presentation by Sparxoo  

B. Committee Reports  

1. Finance Committee Report  

C. Staff Items  

1. Other Staff Items  
   a. Conservation Fund Big Bend Seed Grant  
   b. Fiscal Year 2015-16 Task Force Work Program  
   c. Fiscal Year 2015-16 Budget  
   d. Undiscovered Florida Co-op Ad  

2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant  
   a. Revamp Website  
   b. Five-Year Strategic Marketing Plan  
   c. Brochure Distribution  
   d. Professional Enhancement Scholarships  
   e. Media Advertising - Florida Pocket Ranger App Advertisement  

3. Visit Florida Grants  
   a. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant (website bloggers)  
C. Other Old Business
   1. Suwannee River Wilderness Trail Paddling Guide Update
   2. Updated Task Force Member Contact Information  41
   3. Meeting Dates and Locations  45

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., October 15, 2015 at a location to be determined in Gilchrist County.