



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Thomas Center, Long Gallery
Gainesville, Florida
Alachua County

January 15, 2015
Thursday, 10:00 a.m.

MEMBERS PRESENT

Anna Mikell, Alachua County
Lois Nevins, Alachua County
Russ McCallister, Dixie County
Donna Creamer, Gilchrist County
Dick Bailar, Jefferson County, Vice-Chair
Lisa Frieman, Madison County
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County

MEMBERS ABSENT

Martin Pierce, Dixie County
Nancy Wideman, Jefferson County, Chair
Helen Koehler, Levy County
Susie Page, Lafayette County
Carol McQueen, Levy County
Dave Mecusker, Union County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

Marianne Graves, Madison County Tourist
Development Council
Beth Melillo, ParksbyNature Network, Inc.
(via telephone)
Sean Plemons, City of Gainesville
Tommy Thompson, Two Tree, Inc.
Paula Vann, Columbia County Tourist Development
Council

STAFF PRESENT

Eliel Cotz
Steven Dopp
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Vice-Chair Bailar, noting the presence of a quorum, opened the meeting at 10:02 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Vice-Chair Bailar asked for approval of the meeting agenda.

ACTION: Anna Mikell moved and Lisa Frieman seconded a motion to amend the agenda to add the resignation of Roland Loog as an agenda item and to approve the Agenda as amended. The motion passed unanimously

III. APPROVAL OF THE NOVEMBER 20, 2014 MINUTES

Vice-Chair Bailar asked for approval of the November 20, 2014 meeting minutes.

ACTION: Donna Creamer moved and Ms. Mikell seconded a motion to amend the minutes to note Anna Mikell as present and to approve the November 20, 2014 minutes as amended. The motion passed unanimously.

IV. RESIGNATION OF ROLAND LOOG

Steven Dopp stated that Mr. Loog has resigned from the Task Force due to a potential conflict of interest and to avoid any possible violation of State ethics laws since he will be receiving a \$200.00 per day stipend from the Task Force to manage the Visit Florida Travel Show Partnership.

ACTION: Ms. Frieman moved and Ms. Creamer seconded a motion to accept Mr. Loog's resignation from the Task Force. The motion passed unanimously.

V. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

a. Monthly Financial Report Review and Approval

Steven Dopp presented the monthly financial reports for October 2014 and November 2014.

ACTION: Ms. Frieman moved and Lois Nevins seconded a motion to approve the monthly financial reports for October 31, 2014 and November 30, 2014 as circulated. The motion passed unanimously.

B. Staff Items

1. Fiscal Year 2013-14 Florida Department of Economic Opportunity Grant

a. Printing of Regional Brochure

Mr. Dopp stated that 192,500 Task Force regional brochures have been printed and delivered to the Planning Council. He stated that the Task Force has now completed all deliverables contained in the scope of work.

2. Staff Report on Fiscal Year 2014-15 Florida Department of Economic Opportunity Regional Rural Development Grant Application

Mr. Dopp noted that he had submitted the grant application and has received favorable comments from the Department. Mr. Dopp stated that the Florida Department of Economic Opportunity has reviewed and accepted a revised Scope of Work. He further stated that he expects to receive shortly an award letter from the Department.

3. Staff Report on Visit Florida Grants

a. Visit Florida - North Central Florida Rural Area of Opportunity Grant

Mr. Dopp reported that the Task Force and Visit Florida have signed the contract for the Rural Area of Opportunity Grant. Mr. Dopp stated that the Task Force has received a \$25,000.00 advance check from Visit Florida to help pay for the associated start-up expenses. He further stated that Mr. Loog was currently at the Atlanta Boat Show on behalf of the Task Force and that Brenda Graham would be driving to the Boat Show tomorrow. Mr. Dopp noted that the travel show budget is included in the packet and asked all travel show participants to keep their travel costs within the budgeted amounts.

b. Visit Florida 2014-15 Marketing Grant

Mr. Dopp reported that the Task Force has signed contracts with Tommy Thompson and Sandra Friend. He noted that both bloggers are currently posting blogs on the Task Force website. Mr. Dopp stated that introductions to the blogs also appear on the Task Force Facebook page. When a Facebook reader clicks on a blog posted on Facebook, the reader is automatically taken to the Task Force website to read the blog.

c. Visit Florida 2015 Cultural, Heritage, Rural and Nature Grant Application

Mr. Dopp reported that the deadline for the Fiscal Year 2015-16 Visit Florida Cultural, Heritage, Rural and Nature Grant application is February 9, 2015. He recommended that the Task Force apply for a marketing grant to continue paying for bloggers.

ACTION: Ms. Mikell moved and Ms. Frieman seconded a motion to submit a Visit Florida Cultural Heritage and Rural Nature marketing grant application to continue funding the Task Force website bloggers. The motion passed unanimously.

Ms. Creamer recommended that the Task Force apply for a Visit Florida Tourism education grant as well.

ACTION: Ms. Creamer moved and Ms. Frieman seconded a motion to submit a Visit Florida Tourism Education grant application to be used to hire a Task Force intern. The motion passed unanimously.

4. Other Staff Items

a. Undiscovered Florida Co-op Ad

Mr. Dopp updated the Task Force on the status of the Undiscovered Florida Co-op advertisement.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp reported on the status of the paddling guide update.

2. Updated Task Force Member Contact Information

Mr. Dopp noted that contact information for Task Force members is included in the meeting packet. The Task Force agreed by consensus to add Tommy Thompson to the list.

3. Meeting Dates and Locations

Mr. Dopp stated that the meeting dates and locations for future meetings are included in the meeting packet.

D. Visit Florida Report

Mr. Dopp noted that Brenna Dacks of Visit Florida was unable to attend the meeting today but provided a written report which is included in the meeting packet.

VI. New Business

A. Announcements

Task Force members made various announcements of interest to the Task Force.

B. Other New Business

No other new business was discussed.

VII. Leadership Forum: Beth Melillo, VP Client Services and Public Relations,
ParksByNature Network: Florida Pocket Ranger Cell Phone App

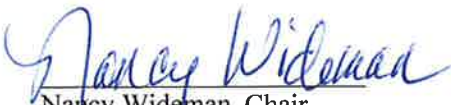
Beth Melillo presented an overview of the Florida Pocket Ranger cell phone app. She stated that it is the official app of the Florida State Parks Service. She noted that the Task Force could buy an advertisement package for \$11,500.00 which would display a banner ad at the bottom of the app for Region 2 Florida parks. She further noted that the banner ad would be the only banner ad seen by users who selected to view Florida parks for Region 2. She further noted that the advertising package included the display of the banner ad for two activities chosen by the Task Force.

ACTION: Ms. Frieman moved and Ms. Mikell seconded a motion to purchase a 12-month banner advertisement on the Florida Park Ranger app for \$11,500.00 to be associated with Florida Parks Region 2, subject to the Task Force receiving an award letter from the Florida Department of Economic Opportunity for the Task Force 2015-16 Regional Rural Development Grant application. The motion passed unanimously.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., February 19, 2015 at a location to be determined in Levy County.

The meeting adjourned at 1:10 p.m.


Nancy Wideman, Chair

2/19/15
Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.