



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Gilchrist Club
Trenton, FL
Gilchrist County

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

MEMBERS PRESENT

Lois Nevins, Alachua County
Russ McCallister, Dixie County
Donna Creamer, Gilchrist County
Dick Bailar, Jefferson County, Vice-Chair
Nancy Wideman, Jefferson County, Chair
Carol McQueen, Levy County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County

MEMBERS ABSENT

Daniel Riddick, Bradford County
Martin Pierce, Dixie County
Susie Page, Lafayette County
Helen Koehler, Levy County
Dave Mecusker, Union County

OTHERS PRESENT

Diane Bardhi, Wakulla County
Tourist Development Council
Bobby Crosby, Gilchrist County
Tourist Development Council
Kim Davis, Blue Springs Park
Cody Gray, Columbia County
Tourist Development Council
Ray Harrison, Jr., Gilchrist County
Tourist Development Council
Roland Loog
Kelly Lowrey, Columbia County
Tourist Development Council
Kay McCallister, Dixie County
Tourist Development Council

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Dawn Taylor, noting the presence of a quorum, opened the meeting at 10:08 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor asked for approval of the meeting agenda.

ACTION: Donna Creamer moved and Lisa Frieman seconded a motion to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE SEPTEMBER 17, 2015 MINUTES

Chair Taylor asked for approval of the September 17, 2015 meeting minutes.

ACTION: Ms. Creamer moved and Sandy Beach seconded a motion to approve the September 17, 2015 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Reports Review and Approval

Treasurer Frieman presented the monthly financial report for August 2015.

ACTION: Ms. Creamer moved and Nancy Wideman seconded a motion to approve the August 2015 financial report. The motion passed unanimously.

B. Staff Items

1. Fiscal Year 2014-15 Florida Department of Economic Opportunity Regional Rural Development Grant

Steven Dopp updated the Task Force on the status of the grant.

a. Revamp Website

Mr. Dopp updated the Task Force on the status of the website update.

b. Five-Year Strategic Marketing Plan

Mr. Dopp updated the Task Force on the status of the five-year strategic marketing plan.

1. Selection of Future Workshop Meeting Dates and Locations

The Task Force agreed by consensus to hold its second workshop November 19, 2015 at a location to be determined in Taylor County and its third workshop December 10, 2015 at the North Central Florida Regional Planning Council.

c. Professional Enhancement Scholarships

Mr. Dopp noted that the Task Force did not spend all of the scholarship budget. He recommended moving the unused funds to the Website Revamp project.

ACTION: Carol McQueen moved and Dick Bailar seconded a motion to amend the Task Force Fiscal Year 2014-15 budget by transferring all unspent scholarship funds to the website revamp program. The motion passed unanimously.

d. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp gave a status report on the Florida Pocket Ranger App Advertisement.

2. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant

Mr. Dopp presented a status report on the grant application. He requested Task Force members to provide letters of support and financial commitment as soon as possible.

a. VISIT FLORIDA New York City Consumer Media Luncheon

Mr. Dopp gave a status report on the New York City Consumer Media Luncheon.

3. VISIT FLORIDA Grants

a. VISIT FLORIDA 2015-16 Conservation Heritage Rural and Nature Grant (website blogger)

Mr. Dopp reported on the status of the website blogs.

b. VISIT FLORIDA - North Central Florida Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program

1. Detroit Recreational Vehicle and Camping Show

Donna Creamer reported on the Detroit Recreational Vehicle and Camping show.

2. Authorize Payment of \$13,200 to Roland Loog for Managing the 2015-16 VISIT FLORIDA Rural Area of Opportunity Grant

ACTION: Ms. Wideman moved and Ms. Creamer seconded a motion to approve the payment of \$13,200 to Roland Loog to manage the 2015-16 VISIT FLORIDA Rural Area of Opportunity Grant. The motion passed unanimously.

4. Other Staff Items

a. Calendar Year 2015 Meeting Schedule - Selection of Host Counties and Meeting Locations

Committee members agreed by consensus to the following host counties, by month, for 2016 Task Force meetings:

January 21	Alachua
February 18	Lafayette
March 17	Madison
April 21	Jefferson
May 19	Levy
June 16	Columbia
July 21	Dixie
August 18	Gilchrist
September 15	VISIT FLORIDA

October 20 Wakulla
November 17 Taylor
December 15 Alachua (North Central Florida Regional Planning Council Office)

b. I-75 Welcome Center Fall Festival

Mr. Dopp discussed the October 30, 2015 I-75 Fall Festival. He asked if other counties who are attending the Festival would be willing to distribute the Visit Natural North Florida brochure at the Festival. Columbia County, Gilchrist County and Levy County agreed to distribute the brochure.

c. Conservation Fund Big Bend Seed Grant Application

Mr. Dopp reported that he had amended the grant as directed by the Task Force at its September 17, 2015 meeting and had submitted the grant application to the Conservation Fund. He noted that the Conservation Fund will make a funding decision concerning the application in late October 2015.

d. Undiscovered Florida Co-op Advertisement

Mr. Dopp reported on the status of the Undiscovered Florida Co-op advertisement for 2016.

e. Wakulla County Membership

Mr. Dopp announced that Wakulla County will remain a member of the Task Force for Fiscal Year 2015-16.

D. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

No report was presented on this item.

2. Updated Task Force Member Contact Info

No changes were requested to be made to the contact information.

3. Meeting Dates and Locations

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

V. VISIT FLORIDA REPORT

Brenna Dacks presented a report on VISIT FLORIDA activities and programs of interest to the Task Force.

VII. New Business

A. Announcements

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

B. Other New Business

1. Original Florida Tourism Task Force Interlocal Agreement.

ACTION: Ms. Beach moved and Mr. Bailar seconded a motion to place amending the Task Force interlocal agreement on the agenda for its November 19, 2015 meeting. The motion passed unanimously.

Date and Location of Next Meeting

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

The meeting adjourned at 1:00 p.m.


Dawn Taylor, Chair

11/19/15
Date

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