



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Best Western Plus
Crawfordville, Florida
Wakulla County

October 16, 2014
Thursday, 10:00 a.m.

MEMBERS PRESENT

Roland Loog, Alachua County
Anna Mikell, Alachua County
Lois Nevins, Alachua County
Dick Bailar, Jefferson County
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Jackie Youngstrand, Wakulla County

MEMBERS ABSENT

Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County
Dave Mecusker, Union County

OTHERS PRESENT

Lynn Bannister, Senator. Bill Nelson's Office
Kate Chunka, VisitFlorida
Virginia Dekle, Wakulla County Tourist
Development Council
Gail Gilman, Wakulla County Tourist
Development Council
Marianne Graves, Madison County Tourist
Development Council
Deborah Keller, The Nature Conservancy
Barbara Lenczewski, Florida Department of
Economic Opportunity
Niraj Patel, Best Western Plus
Chuck Robinson, Bricklauncher.com
Tommy Thompson

STAFF PRESENT

Steven Dopp

Chair Wideman called the meeting to order at 10:10 a.m.

I. CALL TO ORDER, INTRODUCTIONS

Chair Wideman, noting the presence of a quorum, opened the meeting and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: Dick Bailar moved and Susie Page seconded a motion to approve the Agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE SEPTEMBER 18, 2014 MINUTES

Chair Wideman asked for approval of the September 18, 2014 meeting minutes.

ACTION: Lois Nevins moved and Ms. Page seconded a motion to approve the September 18, 2014 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

Steven Dopp presented the monthly financial report.

ACTION: Roland Loog moved and Dick Bailer seconded a motion to accept the monthly financial report as circulated. The motion passed unanimously.

2. Other Committee Reports:

a. Supplemental Marketing Program Committee

Mr. Loog presented the Supplemental Marketing Committee report. He noted that VisitFlorida has agreed in principle to fund the Task Force's proposed Rural Areas of Opportunity Travel Show program. He noted that the funding level is anticipated to be approximately \$100,000. He further noted that the program will consist of six domestic out-of-state travel shows and one international show. He stated that the program provides for him as well as one other person to attend each travel show.

B. Staff Items

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

a. Bicycle Trail Maps

Mr. Dopp stated that staff has completed all ten county bicycle trail maps. He distributed copies of the maps to Task Force members. He stated that the next and last step with the maps is to add hyperlinks to the Adobe pdf files of the maps and to post the pdf files on the Task Force website.

b. Regional Brochure

Mr. Dopp stated that the brochure is ready for printing and that a request for bids process has been initiated. He stated that staff has sent out a request for bids to several printers, has posted the request for bids on the Council website, and has advertised the request for bids in Florida Administrative Record.

Mr. Dopp also stated that the Florida Department of Economic Opportunity will not reimburse the Task Force for brochure distribution as the time period for brochure distribution will occur in 2015. He noted that the Regional Rural Development

Grant funds must be used during the 2014 grant period, which ends January 14, 2015. Mr. Dopp recommended that the Task Force submit a grant modification to the Department to spend the unused monies.

ACTION: Mr. Bailar moved and Lisa Frieman seconded a motion to submit a 2013-14 Regional Rural Development Grant modification to the Florida Department of Economic Opportunity and for Mr. Dopp to determine how the unused brochure distribution funds should be re-allocated in the Grant modification. The motion carried unanimously.

2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant

Mr. Dopp stated that after he had heard of the favorable reception of VisitFlorida to the Rural Areas of Opportunity proposal, he contacted the Florida Department of Economic Opportunity and asked if the VisitFlorida funds could be used as matching funds for the Regional Rural Development Grant. He stated that the Department confirmed that Visit Florida funds could be used to match the Regional Rural Development Grant. He further noted that using the VisitFlorida funds as matching funds would allow the Task Force to apply for \$150,000, the maximum allowable award.

Mr. Dopp also stated that the Task Force must amend its budget to take into account the additional VisitFlorida and Regional Rural Development Grant funds. He recommended holding a special meeting of the Marketing Committee to prepare an amended budget for consideration by the Task Force. The Committee agreed by consensus to hold a special meeting of the Marketing Committee to prepare a proposed an amended budget.

Mr. Dopp noted that the Task Force has charged Wakulla County \$2,000 per year since 2009 for the County Cooperative Regional Marketing Program Fee. He noted that the October 28, 2009 Task Force minutes state that the County Cooperative Regional Marketing Program Fee was frozen for all members for Fiscal Year 2009-10 at the prior year's level. However, he noted that Wakulla County should have been paying \$4,000 per year starting in Fiscal Year 2010-11.

ACTION: Ms. Page moved and Mr. Loog seconded a motion to forgive Wakulla County of any unpaid Cooperative Regional Marketing Fees from prior years, to charge Wakulla County \$2,000 for Fiscal Year 2014-15 County Cooperative Regional Marketing Program Fee and to put the County on notice that the County Cooperative Regional Marketing Fee will be in accordance with the Task Force fee structure thereafter. The motion passed 7-0 with one abstention.

3. Visit Florida 2014-15 Marketing Grant (website bloggers)

Mr. Dopp noted that the submittal deadline for request for proposals for website bloggers is October 22, 2014.

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.

3. Meeting Dates and Locations

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

4. Other Staff Items

a. Undiscovered Florida Co-op Ad

Mr. Dopp reported that six local governments have agreed to take a 1/6th page advertisement in the Undiscovered Florida. Therefore, Mr. Dopp has notified Worth International regarding Task Force participation in order to reserve a page for the advertisement.

b. Harvey Campbell Memorial and Dean Fowler Internships

Mr. Dopp reported that the Council has filled the internship position. He stated that Eliel Cotz, a student in the Masters of Science program in Recreation, Parks and Tourism at the University of Florida accepted the position.

c. I-75 Welcome Center Festival, October 31, 2014

Mr. Dopp noted that the I-75 Welcome Center Festival will occur October 31, 2014. He stated that he will staff the Task Force table at the event. Ms. Nevins volunteered to also assist with staffing the table.

D. VisitFlorida Report

1. Visit Florida New York City Consumer Media Luncheon

Kate Chunka from VisitFlorida discussed the New York City Consumer Media Luncheon to be held November 13, 2014.

ACTION: Mr. Bailar motioned and seconded by Ms. Graham to authorize a Task Force representative to attend the luncheon and reimburse the transportation, lodging and per diem costs of the Task Force representative. The motion carried unanimously.

The Task Force agreed, in order of preference, for Anna Mikell, Roland Loog, Carol McQueen, and Nancy Wideman to attend the luncheon as the Task Force representative and for Mr. Dopp to contact the individuals to determine their willingness to attend. The Task Force also agreed by consensus that, should none of the four identified individuals agree to attend, then Mr. Dopp will be responsible for finding someone to represent the Task Force at the event.

V. New Business

A. Announcements

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

VI. Leadership Forum: Chuck Robinson, Brick Launcher LLC, Visit Wakulla County Website.

ACTION: It was moved by Mr. Bailar and seconded by Ms. Graham to amend the agenda to make the presentation made by Chuck Robinson the leadership forum presentation speaker. The motion carried unanimously.

Mr. Robinson made a presentation regarding how the newly-revamped Visit Wakulla County website was created and the steps involved in creating the new website.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., November 20, 2014 at a location to be determined in Taylor County.

The meeting adjourned at 1:30 p.m.


Nancy Wideman, Chair

11/20/14
Date

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