



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Taylor County/Perry Chamber of Commerce
Perry, Florida
Taylor County

November 20, 2014
Thursday, 10:00 a.m.

MEMBERS PRESENT

Roland Loog, Alachua County
Lois Nevins, Alachua County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Carol McQueen, Levy County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

Brenna Dacks, Visit Florida
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Anna Mikell, Alachua County
Dick Bailar, Jefferson County, Vice-Chair
Helen Koehler, Levy County
Dave Mecusker, Union County

Chair Wideman called the meeting to order at 10:05 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: Susie Page moved and Dawn Taylor seconded a motion to approve the Agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE OCTOBER 16, 2014 MINUTES

Chair Wideman asked for approval of the October 16, 2014 meeting minutes.

ACTION: Roland Loog moved and Brenda Graham seconded a motion to amend the minutes to note Anna Mikell as present and to approve the October 16, 2014 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

a. Monthly Financial Report

Steven Dopp presented the monthly financial report.

b. Amended Fiscal Year 2013-14 Budget

Mr. Dopp requested the Task Force amend the Fiscal Year 2013-14 budget to incorporate additional revenues and expenditures for the Fiscal Year.

ACTION: Ms. Frieman moved and Ms. Page seconded a motion to amend the Fiscal Year 2013-14 budget as circulated. The motion passed unanimously.

c. Amended Fiscal Year 2014-15 Budget

Mr. Dopp requested the Task Force amend the Fiscal Year 2014-15 budget to incorporate additional revenues and expenditures anticipated during the Fiscal Year.

ACTION: Ms. Page moved and Donna Creamer seconded a motion to amend the Fiscal Year 2014-15 budget as circulated. The motion passed unanimously.

2. Other Committee Reports:

a. Supplemental Marketing Program Committee

1. Travel Show Delegates

Task Force members agreed by consensus to assign primary delegates as well as alternates to the following trade shows.

Atlanta Boat Show, January 15 - 18, 2015: Primary delegates, Roland Loog and Brenda Graham; Alternate, Steven Dopp.

New York Times Travel Show, January 23 - 25, 2015: Primary delegates, Roland Loog and Sandy Beach; Alternate, Dawn Taylor.

Chicago RV and Camping Show, February 18 - 22, 2015: Primary delegates, Roland Loog and Donna Creamer; Alternate, Nancy Wideman.

Jacksonville RV Show, February 26 - March 1, 2015: Primary delegates; Lois Nevins and Donna Creamer; Alternate, Nancy Wideman.

Tampa Outdoors Expo and Boat Show, February 27 - March 1, 2015: Primary delegates; Roland Loog (set-up only), Susie Page and Dawn Taylor; Alternate, Sandy Beach.

ITB Berlin, Germany, March 4 - 8, 2015: Primary delegates; Roland Loog and Steven Dopp; Alternate, Carol McQueen.

Washington, DC Travel Expo, March 7 - 8, 2015: Primary delegates; Nancy Wideman and Susie Page; Alternate, Donna Creamer.

Madison, WI Canoeecopia, March 14 - 15, 2015: Primary delegates, Roland Loog and Russ McCallister; Alternate, Carol McQueen.

Philadelphia Travel Expo, March 21 - 22, 2015: Primary delegates, Roland Loog and Carol McQueen; Alternate, Sandy Beach.

The Villages Travel Expo, March 25, 2015: Primary delegates, Nancy Wideman and Brenda Graham; Alternate, Dawn Taylor.

B. Staff Items

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

a. Bicycle Trail Maps

Mr. Dopp stated that the bicycle maps were now online on the Natural North Florida website. He stated that the Task Force has now completed the last phase of the deliverable.

Carol McQueen requested staff to distribute a press release regarding the bicycle maps and to include the Outsiders at Visit Florida as well as Brenna Dacks at Visit Florida in the distribution of the press release.

b. Regional Brochure Printer Bid Award

Mr. Dopp stated that the lowest bidder was Interprint Web Printing of Clearwater, Florida.

ACTION: Ms. McQueen moved and Ms. Creamer seconded a motion for:

- 1. Staff to investigate the references and reputation of Interprint Web Printing, Inc;**
- 2. Staff to investigate the quality of the publications of the printing firm;**
- 3. If the reputation and print quality are acceptable to staff, a contract for the an amount of up to \$16,000 shall be awarded to Interprint Web Printing; and,**

4. **If either the reputation or print quality of Interprint Web Printing is deemed unacceptable to staff, then the contract shall be awarded to FPIS, Inc.**

The motion carried unanimously.

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

Mr. Dopp discussed the draft grant application. He noted that the Florida Department of Economic Opportunity has reviewed and tentatively accepted all but one item in the draft Scope of Work. He noted that the Department desired additional information regarding the proposed five-year strategic marketing plan.

ACTION: Mr. Loog moved and Ms. Creamer seconded a motion to approve the draft Scope of Work, to authorize staff to negotiate with the Florida Department of Economic Opportunity regarding the Five-Year Strategic Marketing Plan deliverable, and if required by the Department, re-allocate \$5,000 from the website upgrade deliverable to the five-year strategic marketing plan deliverable. The motion carried unanimously.

3. Visit Florida Grants

- a. U.S. Travel Association/American Express Destination Insights

Mr. Dopp reported that the third quarter Destination Insights report was included the Task Force meeting packet.

- b. Visit Florida 2014-15 Marketing Grant

Mr. Dopp reported that the results of the Marketing Committee ranking and selection of website blogger proposals were included in the Task Force meeting packet. He noted that Sandra Friend was selected as the highest ranking blogger for the Outdoors and Nature category while Tommy Thompson was the highest ranking blogger in the Events and Family, Food and Dining as well as the Off the Beaten Path categories.

Mr. Thompson distributed a form to Task Force members requesting the members to suggest ideas for his blog posts. Mr. Thompson also stated that he will distribute the form to Task Force members via email.

- c. Visit Florida 2015 Rural Areas of Opportunity Grant - Brochure

Committee members reviewed and made changes to the draft brochure material which was included in the meeting packet.

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.

b. I-75 Welcome Center Festival October 31, 2014 Report

Mr. Dopp reported on his participation at the I-75 Welcome Center Festival on behalf of the Task Force.

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

Various Task Force members volunteered to host Task Force meetings for calendar year 2015.

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 for calendar year 2015 were agreed to by the Task Force earlier in the meeting.

It was agreed by consensus to request Scott Koons to write a letter of apology to Jeff Bryson, owner of Pin Stripes and Polka Dots in Perry, regarding the change in meeting location from his establishment to the Taylor County/Perry Chamber of Commerce office.

It was agreed by consensus to request clarification from Alachua County concerning their policy with regarding meeting locations and the Sunshine Law requirements for attendance by their Task Force members.

D. Visit Florida Report

Tommy Thompson reported on the New York City media luncheon held November 13, 2014 which he attended on behalf of the Task Force. He asked Task Force members to provide him with information regarding potential editorial opportunities. Mr. Thompson stated he would use this information to send a thank you letter to media members in attendance at the New York City media luncheon.

Brenna Dacks reported on Visit Florida activities and programs of interest to the Task Force. She noted that the Fiscal Year 2015/16 Visit Florida grant application process will open in mid-December 2014

V. New Business

A. Election of Officers

The Task Force agreed by consensus to form a Nominating Committee consisting of Susie Page, Nancy Wideman and Roland Loog to nominate officers for next year. It was further agreed by consensus that the Nominating Committee will meet in April 2015.

B. Announcements

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

C. Other New Business

No other new business was discussed.

VI. Leadership Forum: Wade Goodman

Mr. Goodman made a presentation regarding the use of social media.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., January 15, 2015 at a location to be determined in Alachua County.

The meeting adjourned at 2:10 p.m.


Nancy Wideman, Chair

1/15/15
Date

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