



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Cedar Cove Beach and Yacht Club
Cedar Key, Florida
Levy County

February 19, 2015
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Russ McCallister, Dixie County
Dick Bailar, Jefferson County, Vice-Chair
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Carol McQueen, Levy County
Dave Mecusker, Union County
Jackie Youngstrand, Wakulla County

MEMBERS ABSENT

Anna Mikell, Alachua County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County

OTHERS PRESENT

Brenna Dacks, Visit Florida
Haley Dilling, Sporting Odyssey
Dennis Gill, Levy County Chamber of Commerce
Marianne Graves, Madison County Tourist
Development Council
Pam Harlin, Levy County Conventions and Visitors
Bureau
Mary Louise Hester, Senator Bill Nelson's Office
Kay McCallister, Dixie County Tourist
Development Council
Sam Martin, SR Martin Associates
Connie O'Dell, Tidewater Tours
Coleman Sheehy, University of Florida, Seahorse
Key Marine Laboratory
Maria Sgambati, University of Florida, Seahorse
Key Marine Laboratory
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Nancy Wideman, noting the presence of a quorum, opened the meeting at 10:13 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: Lois Nevins moved and Dick Bailar seconded a motion to approve the agenda.
The motion passed unanimously.

III. APPROVAL OF THE JANUARY 15, 2015 MINUTES

Chair Wideman asked for approval of the January 15, 2015 meeting minutes.

ACTION: Carol McQueen moved and Mr. Bailar seconded a motion to remove Brenda Graham, Sandy Beach and Dawn Taylor from Members Present, to add said members to Members Absent and to approve the January 15, 2015 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

a. Monthly Financial Report Review and Approval

Steven Dopp presented the monthly financial report for December 2014.

ACTION: Ms. McQueen moved and Lisa Frieman seconded a motion to approve the monthly financial report for December 31, 2014 as circulated. The motion passed unanimously.

B. Staff Items

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

a. Final Report

Mr. Dopp stated that the Final Report for the Regional Rural Development Grant had been transmitted to the Department. He stated that the Task Force has 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 stated that the Task Force has received an award letter from the Department for its \$150,000 Regional Rural Development grant. He further noted that the Department has requested a revised Scope of Work and budget for the grant application. Mr. Dopp distributed copies of a draft revised Scope of Work and budget for consideration by the Task Force.

ACTION: Lisa Frieman moved and Mr. Bailar seconded a motion to accept the revised Scope of Work, the revised budget, and to submit the revised Scope of Work and budget to the Florida Department of Economic Opportunity. The motion passed unanimously.

a. Revamp Website

Mr. Dopp noted that no action has been taken on this deliverable.

b. Five-Year Strategic Marketing Plan

Mr. Dopp stated that no action has been taken on this deliverable.

c. American Express Destination Insights - International Version

Mr. Dopp reported that the U.S. Travel Association is no longer offering the American Express Destination Insights report and that the report must now be purchased directly from American Express. Mr. Dopp is awaiting a response from the U.S. Travel Association regarding the purchase of the report from American Express.

d. Brochure Distribution

Mr. Dopp noted that the Task Force has contracted with two brochure distribution companies for 2015. He stated that Florida Suncoast Tourism Promotions, Inc., will distribute Task Force brochures at AAA Auto Club offices statewide; along I-10 from Marianna to I-75; U.S. Highway 19 from Tallahassee to Tampa Bay; I-75 from Lake City to Venice; and I-4 from Tampa to Haines City, including Polk County. He further noted that the Task Force is entering into an agreement with Ad-Rack, a division of Helinger Advertising, to distribute brochures along I-75 from East Ridge, Tennessee to Jennings, Florida.

e.. Professional Enhancement Scholarships

Mr. Dopp noted that no action has been taken on this deliverable.

f. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that the Task Force has entered into a one-year contract with Parks by Nature Network, Inc. for a banner advertisement to run for one year on the app. He stated that the banner advertisement appears when searching by Florida Parks District 2 and when searching by either the Fishing or Biking activities. He further noted that tapping on the banner advertisement takes the user to the mobile version of the Task Force website. He noted that tapping on the banner advertisement when searching by the Fishing activity, takes the user to the Task Force's Fish Natural North Florida website.

3. American Express Destination Insights Fourth Quarter 2014 Report

Mr. Dopp distributed copies of the report to Task Force members. He stated that this was the last report which will be received under the current contract with the U.S. Travel Association.

4. Staff Report on Visit Florida Grants

a. Visit Florida - North Central Florida 2014-15 Rural Area of Opportunity Grant

i. Atlanta and New York Summary Reports

The Task Force discussed the summary reports included in the Task Force meeting packet.

- ii. Authorize Payment of a \$200 per day stipend to Roland Loog for Managing the 2014-15 Visit Florida - North Central Florida Rural Area of Opportunity Grant

Mr. Dopp recommended that the Task Force authorize the payment of a \$200 per travel day stipend, up to a maximum of \$10,000, to Mr. Loog for his work in managing the Visit Florida - North Central Florida Rural Area of Opportunity grant.

ACTION: Mr. Bailar moved and Ms. Nevins seconded a motion to authorize payment of a stipend to Mr. Loog in the amount of \$200 per travel day up to a maximum of \$10,000 for his work in managing the Visit Florida - North Central Florida Rural Area of Opportunity grant. The motion passed unanimously.

5. 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 noted that staff has completed incorporating Task Force member revisions into the paddling guide. He requested the Task Force resolve the issue regarding whether to provide credit to Lars Anderson for his role in writing the text for the guide and whether the odd-numbered pages should be rotated 180 degrees.

ACTION: Ms. McQueen moved and Mr. Bailar seconded a motion to not provide an authorship credit in the paddling guide. The motion passed unanimously.

ACTION: Ms. McQueen moved and Mr. Bailar seconded a motion to rotate the odd-numbered pages 180 degrees and to bind the document on its left side. The motion passed unanimously.

- 2. In-state Travel Shows

- a. Authorize Marianne Graves in place of Lisa Frieman to represent the Task Force at the Jacksonville RV Show

Mr. Dopp stated that Ms. Frieman is unable to attend all of the travel show. He noted that she has recommended that Marianne Graves be authorized to attend those days which Ms. Frieman cannot attend and be compensated for her expenses.

ACTION: Ms. McQueen moved and Ms. Graham seconded a motion to authorize Marianne Graves to attend the Jacksonville RV show on days for which Ms. Frieman is unable to attend and to compensate Ms. Graves for her expenses. The motion passed unanimously.

D. Visit Florida Report

Brenna Dacks reported on Visit Florida activities and programs of interest to the Task Force.

V. New Business

A. Announcements

Mr. Dopp stated that Sandra Friend, the Task Force Outdoors and Nature blogger, has elected not to extend her contract with the Task Force beyond its May 2015 termination date. Therefore, he stated that the second-highest ranked blogger as ranked by the Task Force when the bloggers were originally selected in 2014 would be contacted to blog for the Task Force on the Outdoors and Nature subject. He stated that the second-highest ranked blogger was Tommy Thompson.

B. Other New Business

No other new business was discussed.

3. Meeting Dates and Locations

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

VI. Leadership Forum: Dr. Coleman Sheehy III, Research Assistant Professor, Department of Wildlife Ecology and Conservation at University of Florida, "Bird Mutualism on Seahorse Key"

Dr. Sheehy made a presentation regarding the symbiotic relationship between cottonmouth moccasin snakes and nesting birds on Seahorse Key.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., March 19, 2015 at Grace Manor Bed and Breakfast located in Greenville, Madison County.

The meeting adjourned at 1:25 p.m.


Nancy Wideman, Chair

3/19/15
Date

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