



MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Steinhatchee Landing  
Steinhatchee, Florida  
Taylor County

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

MEMBERS PRESENT

Roland Loog, Alachua County  
Lois Nevins, Alachua County  
Maurice Pierce, Dixie County  
Dick Bailer, Jefferson County  
Nancy Wideman, Jefferson County, Chair  
Susie Page, Lafayette County  
Carol McQueen, Levy County  
Cindy Vees, Madison County  
Dean Fowler, Taylor County  
Dawn Taylor, Taylor County  
Sam Martin, Wakulla County

OTHERS PRESENT

Chris Smith, Visit Florida

STAFF PRESENT

Steven Dopp  
Scott Koons  
Ting Sun

MEMBERS ABSENT

Anna Mikell, Alachua County  
Russ McCallister, Dixie County  
Laura Wigglesworth, Dixie County  
Donna Creamer, Gilchrist County  
Helen Koehler, Levy County  
Dave Mecusker, Union County  
Jerry Evans, Wakulla County

Chair Wideman called the meeting to order at 10:15 a.m.

I. CALL TO ORDER, INTRODUCTIONS

Chair Wideman opened the meeting by welcoming everyone to the meeting and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

**ACTION:** Carol McQueen moved and Cindy Vees seconded a motion to approve the Agenda.  
The motion passed unanimously.

III. APPROVAL OF THE JANUARY 16, 2014 MINUTES

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

**ACTION:** Cindy Vees moved and Lois Nevins seconded a motion to approve the  
January 16, 2014 meeting 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: Susie Page moved and Dean Fowler seconded a motion to accept the monthly financial report. The motion passed unanimously.**

In light of Anna Mikell's anticipated absence from the next several meetings due to maternity leave, Mr. Dopp agreed to present the financial report at future meetings until her return.

###### 2. Other Committee Reports:

###### a. Special Committee Report on Legislative Funding Proposal.

Roland Loog discussed preparing a proposal for Visit Florida to enact a program to use Visit Florida funds for multi-county tourism organizations representing regions and counties designated as Rural Areas of Critical Economic Concern to attend tourism trade shows.

Cindy Vees stated that she was concerned about representing counties which were not members of the Original Florida Tourism Task Force at trade shows. Ms. Vees stated that representing such counties reduces the incentive for counties to be members of the Task Force.

Mr. Loog stated that the program would be a Visit Florida program, not a Visit Natural North Florida Program. As a result, he noted, Visit Natural North Florida would also represent the counties in the region which are designated as Rural Areas of Critical Economic Concern which are not members of Visit Natural North Florida.

**ACTION: Dawn Taylor moved and Susie Page seconded a motion to delegate a Committee, consisting of Roland Loog, Sam Martin Dick Bailar and Carol McQueen, to act on behalf of the Task Force to prepare a proposal as suggested by Mr. Loog for regions designated as Rural Areas of Critical Economic Concern. The motion passed unanimously.**

##### B. Staff Items

###### 1. Comparison of Tourist Development Taxes Received and Member Dues Paid, 2004-2013

Mr. Dopp reported on tourist development taxes received and member dues paid. Several members indicated that some of the data did not appear to reflect actual tourism development taxes received by each county.

Ms. Veas stated that she wanted to see a ratio of member dues in proportion to each county's tourist development tax revenue. She stated that she wanted this information for consideration of changing the dues structure from the current formula to one based on dues as a proportion of tourist development tax revenue received by each county.

Mr. Dopp stated that he would check the data and make revisions to the report.

2. Staff Report on Florida Department of Economic Opportunity Grant

Mr. Dopp discussed the Florida Department of Opportunity grant. He noted that he had not yet received a contract from the Department but has been told by Department representatives that the contract will be effective as of January 15, 2014. He noted that he is expecting the contract shortly.

Scott Koons noted that the contract has been changed this year and that most of the contract deliverables are annual, rather than quarterly.

Chair Wideman asked that the list of deliverables be included every month in the monthly meeting packet.

Carol McQueen requested an inventory of promotional items.

3. Staff Report on VISIT FLORIDA Grants and Other Projects

a. Image Grant Request for Proposals and Special Marketing Committee Meeting to Rank Proposals

Mr. Dopp stated that requests for proposals have been mailed to selected photographers. He further stated that the request for proposals was also submitted for publication in the Florida Administrative Register.

Ms. McQueen stated the contract should require that signed model releases for identifiable persons in photographs and that all signed model releases be provided to the Task Force.

**ACTION: Cindy Veas moved and Dick Bailer seconded a motion to delegate the ranking and selection of a photographer to the Destination and Marketing Committee.**

b. 2014-15 Marketing Grant Application

Mr. Dopp stated that the Image Development grant was no longer being offered and after discussion with the Destination Marketing Committee Chair Roland Loog and Task Force Chair Nancy Wideman, it was agreed to submit the Marketing Grant application for website enhancement and paid bloggers.

c. Visit Florida National Geographic Traveler Co-op Ad

Mr. Dopp stated that a copy of the co-op advertisement is included in the packet. He noted that the Next Stop advertisement will contain a photo of a swimmer in a spring and contain language from the opening screen of the Visit Natural North Florida website.

Ms. McQueen stated that she would like the reference to “no palm trees” removed from the advertisement, if not too late.

Mr. Loog requested that language be added regarding the undeveloped nature of the coastline, if not too late.

#### 4. Other Staff Items

Mr. Dopp stated that staff had not met with the Alachua County Visitors and Conventions Bureau staff regarding making a presentation regarding the Task Force. He asked if the Task Force still wanted the staff to make a presentation to Alachua County in light of their recent dues payment. The Task Force agreed by consensus that members wishing a presentation be made to their counties should contact Chair Wideman.

Mr. Koons stated that staff will place the Task Force overview Powerpoint presentation on the Council download site.

Dick Bailar requested that contact information regarding Original Florida Tourism Task Force members be sent by staff to Task Force members.

Mr. Dopp asked if Task Force members if they had recommendations for Leadership Forum speakers or wished to volunteer to be speakers at the Forums.

Chair Wideman volunteered to make a presentation at the April meeting. Mr. Loog, Sam Martin and Ms. McQueen also agreed to make presentations. Chris Smith stated that he would make a presentation at the September meeting. Martin Pierce stated that he would find a speaker for the March meeting.

Chair Wideman stated that each county will be responsible for finding a speaker when a Task Force meeting is held in their county.

Mr. Koons recommended that the Task Force have a Leadership Forum speaker for every meeting.

The Committee agreed by consensus to have a Leadership Forum speaker at every Task Force meeting.

Mr. Dopp asked if the Task Force desired to remove counties from the Visit Natural North Florida website which are no longer paying their annual Task Force dues.

**ACTION: It was moved by Dean Fowler and seconded by Cindy Vees that member counties who are no longer paying their annual Task Force dues be removed from the Visit Natural North Florida website. The motion passed unanimously.**

Mr. Dopp asked if Task Force members were able to update their events and activities on the Visit Natural North Florida website. He stated that members who wish to be either Managers or Contributors to the Visit Natural North Florida Facebook page should “Like” the page and either he or Ms. Sun will make them a Manager or a Contributor.

Ms. McQueen suggested that Mr. Dopp e-mail everyone and ask them if they want to be either a Manager or Contributor to the Facebook page.

C. Other Old Business

a. Alternative Funding Sources

Chair Wideman stated that alternative funding sources will be discussed at the March 2014 Task Force meeting.

b. Tampa Outdoors Expo and Boat Show Approval

**ACTION: It was moved by Cindy Vees and seconded by Dick Bailar for the Task Force to rent a booth, authorize Roland Loog to attend, and to pay for his travel-related expenses for the Tampa Outdoors Expo and to pay. The motion passed unanimously.**

D. VISIT FLORIDA Report:

Chris Smith from Visit Florida gave the Visit Florida report. He noted that Visit Florida has published a new state highway map.

V. NEW BUSINESS

A. Other New Business

Dean Fowler announced that this meeting would be his last meeting as a member of the Task Force as he has resigned from the Taylor County Tourist Development Council.

VI. LEADERSHIP FORUM: PRESENTATION ON WEB-BASED TOURISM PROMOTION BY TING SUN, UNIVERSITY OF FLORIDA DEPARTMENT OF TOURISM, RECREATION AND SPORTS MANAGEMENT.

Ting Sun gave a presentation on the Web-based Tourism Promotion.

Ms. Sun stated that Task Force members who want their portion of the website updated may send the update information to Ms. Sun and she will update the website for them.

Cindy Vees stated that the website update should include a method for businesses located in non-participating counties to pay for listing of their business and their services on the Task Force website.

Chair Wideman asked Ms. Sun to prepare a list of recommended features and enhancements to be added to the website and forward the list to the Website Committee.

Cindy Vees requested information on the history of the development, upgrades and maintenance costs of the Task Force website along with a copy of bid quotes.

Susie Page stated that the Paddling Guide needs to be reprinted. She further stated that there are a few changes which need to be made to the guide.

#### DATE AND LOCATION OF NEXT MEETING

The next regular meeting is scheduled for 10:00 a.m., Thursday, March 20, 2014 in Dixie County at the Putnam Lodge, 15487 North West Highway 19, Cross City, Florida.

**The meeting adjourned at 2:03 p.m.**

  
Nancy Wideman, Chair

3/20/14  
Date

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