



MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Grace Manor Bed and Breakfast  
Greenville, Florida  
Madison County

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

MEMBERS PRESENT

Lois Nevins, Alachua 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  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County

OTHERS PRESENT

Sam Martin, SR Martin Associates  
Chris Smith, Visit Florida  
Paula Vann, Columbia County Tourist Development  
Council

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Russ McCallister, Dixie County  
Martin Pierce, Dixie County  
Donna Creamer, Gilchrist County  
Helen Koehler, Levy County  
Dave Mecusker, Union County  
Jackie Youngstrand, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

**ACTION:** Lisa Frieman moved and Carol McQueen seconded a motion to approve the agenda as circulated. The motion passed unanimously.

### III. APPROVAL OF THE FEBRUARY 19, 2015 MINUTES

Chair Wideman asked for approval of the February 19, 2015 meeting minutes.

**ACTION: Dick Bailer moved and Ms. McQueen seconded a motion to approve the February 19, 2015 minutes as circulated. 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 January 2015.

**ACTION: Ms. Frieman moved and Mr. Bailer seconded a motion to table the January 2015 financial report to the April 16, 2015 meeting. The motion passed unanimously.**

#### B. Staff Items

##### 1. Fiscal Year 2013-14 Florida Department of Economic Opportunity Regional Rural Development Grant

Mr. Dopp stated that Task Force had received its final reimbursement for the Fiscal Year 2013-14 Regional Rural Development Grant.

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

Mr. Dopp stated that he had submitted the revised Scope of Work and revised budget, as approved at the Task Force meeting last month, to the Florida Department of Economic Opportunity for review and approval. He stated that the Department had sent an email stating the application is being reviewed by Department's legal staff.

###### a. Revamp Website

The Task Force agreed by consensus to form a Website Development Committee consisting of Susie Page, Dawn Taylor and Carol McQueen. The Task Force agreed by consensus for the Committee to meet prior to the April 16, 2015 Task Force meeting to make a recommendation to the Task Force regarding a request for proposals and/or request qualifications regarding revamping the Task Force website.

Sam Martin and Mr. Dopp agreed to collaborate on the preparation of a draft request for proposals and/or request for qualifications for consideration by the Website Revamp Committee.

###### 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 he has not heard from American Express regarding the American Express Destinations Insights report product. He stated that he would contact American Express to determine if the product will be continued in 2015.

**ACTION: Ms. McQueen moved and Ms. Frieman seconded a motion to have Mr. Dopp investigate the availability of American Express Destinations Insights, and if the product is no longer available, to transfer funds from the Advertising budget as needed to purchase a one-year subscription to VisaVues, international version, from Visit Florida. The motion passed unanimously.**

d. Brochure Distribution

Mr. Dopp noted 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 Eliel Cotz, the Task Force student intern, is developing an application form and determining the number of internships which will be available to Task Force members and their staffs for the Southeast Tourism Society Marketing College and the 2016 Florida Governor's Tourism Conference.

f. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that the Task Force has not yet received analytic information from Parks by Nature regarding the Task Force advertisement on the Florida Parks by Nature cell phone app.

3. Staff Report on Visit Florida Grants

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

i. Chicago Summary Report

Ms. McQueen reported on the Chicago Recreational Vehicle show.

ii. Washington, DC Summary Report

Chair Wideman and Ms. Page reported on the Washington DC Travel and Adventure Show.

iii. ITB Berlin Summary Report

Mr. Dopp reported on the ITB Berlin travel show.

**ACTION:** Ms. McQueen moved and Ms. Frieman seconded a motion to send a letter to Will Seccombe, President and Chief Executive Officer of Visit Florida, thanking him for his support and to request additional funding to continue the Rural Area of Opportunity program for next year. The motion passed unanimously.

4. Visit Florida 2014-15 Marketing Grant

Mr. Dopp reported that the Task Force bloggers are continuing to post blogs on the Task Force website in accordance with their contracts.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp noted that the staff has received an estimate from Julie Esbjorn of JS Design Studio for preparing a copy-ready version of the paddling guide update. He stated that Ms. Esbjorn's cost estimate is \$1,024.

**ACTION:** Ms. McQueen moved and Mr. Bailar seconded a motion to authorize staff to hire Julie Esbjorn of JS Design Studio to prepare a copy-ready version of the paddling guide update. The motion passed unanimously.

2. In-state Travel Shows

a. Jacksonville RV Show Summary Report

Mr. Frieman reported on the Jacksonville RV show.

b. Tampa Summary Report

Ms. McQueen reported on the Tampa show.

D. Visit Florida Report

Chris Smith reported on Visit Florida activities and programs of interest to the Task Force.

V. New Business

A. Announcements

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

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.

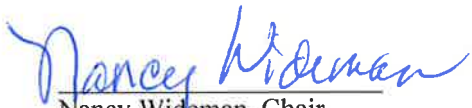
VI. Leadership Forum: Janet Moses and Sandy Wilson, Barn Quilts.

Ms. Moses and Ms. Wilson made a presentation regarding Barn Quilts.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., April 16, 2015 at a location to be determined in Jefferson County.

**The meeting adjourned at 1:25 p.m.**

  
Nancy Wideman, Chair

4/16/15  
Date

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