



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Jefferson County/RJ Bailar Library
Monticello, FL
Jefferson County

April 16, 2015
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Donna Creamer, Gilchrist 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
Dave Mecusker, Union County

MEMBERS ABSENT

Russ McCallister, Dixie County
Martin Pierce, Dixie County
Helen Koehler, Levy County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

Julie Conley, Jefferson County Economic
Development Council
Mary Ann Frisay, Jefferson County Tourist
Development Council
Kate Chunka, Visit Florida
Duncan Graham, Visit Florida
Roland Loog
Sam Martin, SR Martin Associates
Kay McCallister, Dixie County
Katrina Richardson, Jefferson County Chamber of
Commerce
Austin Richmond, Suwannee County Chamber of
Commerce
Dr. Virginia Royster,
Chris Smith, Visit Florida
Tommy Thompson, Two Tree, Inc.
Paula Vann, Columbia County Tourist Development
Council

STAFF PRESENT

Eliel Cotz
Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Nancy Wideman, noting the presence of a quorum, opened the meeting at 10:07 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 Dick Bailar seconded a motion to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE MARCH 19, 2015 MINUTES

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

ACTION: Carol McQueen moved and Susie Page seconded a motion to approve the March 19, 2015 minutes as circulated. The motion passed unanimously.

IV. STATUS UPDATE: BRADFORD AND COLUMBIA COUNTIES

Steven Dopp stated that Bradford County had rejoined the Task Force. He further stated that he had met with Paula Vann, Executive Director of the Columbia County Tourist Development Council and that it is anticipated that Columbia County will rejoin the Task Force in Fiscal Year 2015-16.

V. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

a. Monthly Financial Report Review and Approval

Mr. Dopp presented the monthly financial report for January 2015.

ACTION: Dave Mecusker moved and Mr. Bailar seconded a motion to approve the January 2015 financial report as circulated.

Mr. Dopp presented the monthly financial report for February 2015.

ACTION: Ms. McQueen moved and Ms. Frieman seconded a motion to table the February 2015 financial report until the next meeting. The motion passed unanimously.

2. Website Development Committee Report

Mr. Dopp distributed Committee-recommended list of website developers and Request for Proposals to Task Force members.

Dawn Taylor presented the Website Development Committee report and recommendations to the Task Force. She stated that the Committee recommends that the Task Force:

1. Not hire a separate website development project manager;
2. Include Bradford and Columbia Counties in the website update;
3. Delegate the selection of the winning proposer to the Committee;
4. Designate Roland Loog, Sam Martin and John Pricher to rank the proposers;
5. Approve the list of website developers as distributed at the Task Force meeting;
6. Approve the Request for Proposals as distributed at the Task Force meeting; and
7. Publish the Request for Proposals through the Florida Administrative Register and the Southeastern Tourism Society.

Mr. Dopp advised the Task Force that, while it can delegate the selection of the proposer to a Committee, it should not include non-members in the selection of the proposer. He advised that the Task Force ask Roland Loog, Sam Martin and John Pricher rank the proposers and present their recommendation to the Committee for its consideration. The Committee could then either accept the advisory panel recommendation or complete its own ranking.

ACTION: Ms. Creamer moved and Sandy Beach seconded a motion to:

1. **Not hire a separate website development project manager;**
2. **Include Bradford and Columbia Counties in the website update;**
3. **Delegate the selection of the winning proposer to the Website Development Committee;**
4. **Appoint Roland Loog, Sam Martin and John Pricher to a Website Advisory Panel to rank the proposers using the selection criteria contained in the Request for Proposals, to present its ranking to the Website Development Committee for its consideration, to participate in the presentations of the top-three ranking proposers as determined by the Website Development Committee, to rank the top three proposers and to forward its recommended ranking to the Website Development Committee for its consideration;**
5. **Approve the list of website developers as distributed at the Task Force meeting;**
6. **Approve the Request for Proposals as distributed at the Task Force meeting;**
7. **Publish the Request for Proposals through the Florida Administrative Register; and**
8. **Publish the Request for Proposals through the Southeastern Tourism Society provided that the request can be published in a timely manner as determined by staff.**

The motion carried unanimously.

B. Staff Items

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

Mr. Dopp stated the Task Force has not yet received a contract from the Department. He further stated that the contract continues to be under review by Department's legal staff.

a. Revamp Website

The Task Force Website Development Committee met on April 13, 2015 and made a recommendation to the Task Force concerning revamping the website earlier during the Task Force meeting held on April 16, 2015.

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 stated that he had submitted to the Florida Department of Economic Opportunity the budget modification request approved at the meeting last month to replace the purchase of American Express Destination Insights, international version, with the purchase of Visa Vues, international version, for review and approval. He stated that, if the budget modification is approved, the Task Force will have \$2,750 in unspent funds remaining in its advertising budget.

d. Brochure Distribution

Mr. Dopp noted the Task Force has entered into a contract 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 a scholarship application form is included in the meeting packet. He stated that the Task Force has sufficient funds for four Southeast Tourism Society scholarships and four Florida Governor's Tourism Conference scholarships. He further stated that the Task Force is a member of the Southeast Tourism Society and as such, receives a reduced rate for Marketing College tuition. He stated that the scholarships would be awarded on a first-come, first-served basis and requested applications be submitted to the Task Force no later than June 1, 2015. He further stated that the application must include a tuition check made payable to The Original Florida Tourism Task Force. Mr. Dopp stated that a submittal deadline has not yet been determined for the Florida Governor's Tourism Conference.

f. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that he received analytic information from Parks by Nature regarding the Task Force advertisement on the Florida Parks by Nature cell phone app. He further stated that the information is included in the meeting packet.

3. Staff Report on Visit Florida Grants

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

Roland Loog reported on the Task Force Rural Area of Opportunity grant program.

i. Madison Canoecopia Summary Report

Mr. Loog reported on the Madison Canoecopia show.

ii. Philadelphia Summary Report

Mr. Loog reported on the Philadelphia Travel and Adventure Show.

iii. Membership Debriefing on Travel Shows

Mr. Loog requested travel show participants to email him a brief description of their experiences at the travel shows as well as any recommendations they may have for future travel shows.

iv. Letter of Appreciation to Will Seccombe, President and Chief Executive Officer of Visit Florida

Mr. Dopp stated that a draft thank you letter to Mr. Seccombe for the North Florida Rural Area of Opportunity partnership was included in the meeting packet.

ACTION: Ms. McQueen moved and Ms. Frieman seconded a motion to send the letter included in the meeting packet 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.

v. Selection of Trip Package Winner

Winners and alternates for the Cedar Key and Steinhatchee getaway packages were selected at random by Mr. Cotz.

vi. Promotional Items

Mr. Dopp distributed examples of the three promotional items purchased through the Visit Florida Rural Area of Opportunity grant. The items consisted of sunglass straps, a flashcard containing photographs, videos and press releases highlighting Natural North Florida, and a self-adhesive embroidered Visit Natural North Florida logo patch.

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

Mr. Dopp reported that the website bloggers are continuing to post blogs on the Visit Natural North Florida website in accordance with their contracts.

c. Visit Florida 2015-16 Cultural, Heritage Rural and Nature Grant Application (website bloggers)

Mr. Dopp stated that decisions regarding awarding the grant will be made by Visit Florida during May 2015. He further stated that the Committee should consider what, if anything, it would like to do regarding the funding of website bloggers should the application be denied by Visit Florida.

4. Other Items

a. Undiscovered Florida Co-op Ad

Mr. Dopp noted that the Undiscovered Florida publication has been published.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp stated that Julie Esbjorn of JS Design Studio is preparing a copy-ready version of the Paddling Guide update.

2. In-state Travel Shows

a. The Villages Travel Expo Summary Report

Chair Wideman and Ms. Frieman reported on The Villages Travel Expo show.

3. Updated Task Force Member Contact Info

Ms. Frieman requested that a change be made to the Madison County contact information.

4. Meeting Dates and Locations

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

D. Visit Florida Report

Kate Chunka reported on Visit Florida activities and programs of interest to the Task Force.

VI. 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.

VII. Leadership Forum: Dr. Virginia Royster, The First Floridians

Dr. Royster made a presentation regarding the first Floridians.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., May 21, 2015 at a location to be determined in Wakulla County.

The meeting adjourned at 1:50 p.m.


Nancy Wideman, Chair

5/21/15
Date

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