



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello Opera House
Monticello, Florida
Jefferson County

April 17, 2014
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Russ McCallister, Dixie County
Nancy Wideman, Jefferson County, Chair
Carol McQueen, Levy County
Cindy Vees, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County
Dave Mecusker, Union County
Sam Martin, Wakulla County

MEMBERS ABSENT

Roland Loog, Alachua County
Anna Mikell, Alachua County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Dick Bailar, Jefferson County
Susie Page, Lafayette County
Helen Koehler, Levy County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

Troy Avera, Jefferson County
Heritage Roads Program
Lynn Bannister, U.S. Senator Bill Nelson's Office
Kay McCallister, Dixie County
Tourist Development Council
David Ward, Jefferson County
Tourist Development Council

STAFF PRESENT

Steven Dopp
Scott Koons

Chair Wideman called the meeting to order at 10:08 a.m.

I. CALL TO ORDER, INTRODUCTIONS

Chair Wideman opened the meeting and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: Lois Nevins moved and Dave Mecusker seconded a motion to approve the Agenda.
The motion passed unanimously.

III. APPROVAL OF THE MARCH 20, 2014 MINUTES

Chair Wideman asked for approval of the March 20, 2014 meeting minutes.

ACTION: Carol McQueen moved and Russ McCallister seconded a motion to amend the Minutes to strike Donna Creamer from the list of Members Absent, to move Martin Pierce from the list of Members Absent to the list of Members Present and to approve the March 20, 2014 meeting minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

Steven Dopp presented the monthly financial report.

ACTION: Mr. Mecusker moved and Ms. Nevins seconded a motion to accept the monthly financial report. The motion passed unanimously.

2. Other Committee Reports:

a. Special Committee Report on Legislative Funding Proposal.

No report was provided on this agenda item.

b. Marketing

No report was provided on this agenda item.

B. Staff Items

1. Florida Department of Economic Opportunity Grant.

Mr. Dopp discussed the Florida Department of Economic Opportunity grant. He noted that the Task Force has not received a signed contract from the Department. He further noted that despite not having a signed contract, the first quarterly report under the terms of the contract is due April 29, 2014. Mr. Dopp stated that the Task Force will submit the quarterly report.

2. Staff Report on VISIT FLORIDA Grants and Other Projects

a. 2013-14 Image Grant (Springs Photographer)

Mr. Dopp reported that the Task Force has entered into a contract with Tommy Thompson to photograph the springs. He noted that staff had sent letters to the other proposers informing them that the contract had been awarded to Mr. Thompson.

b. 2013-14 Marketing Grant (Regional Marketing Research)

Mr. Dopp stated that the Task Force has entered into a contract with Ting Sun to analyze the visitor survey data and to prepare a report on her findings. He further noted that he had emailed the visitor survey to Task Force members. Mr. Dopp also noted that he had also mailed the John Moran flyers to Task Force members. He stated that the survey was reviewed by Scott Koons, Roland Loog, and Ms. McQueen. He further stated that the survey was emailed to Dr. Lori Pennington-Gray at the University of Florida, who did not recommend any changes to the survey. Mr. Dopp requested that completed surveys be received at the Council office no later than April 25, 2014.

c. 2013-2014 Small Business Partner Grant (Targeted Internet Marketing Campaign)

Mr. Dopp reported that the Marketing Committee ranked the proposers and that the highest-ranking proposer was Madden Media. He stated that the Task Force has entered into a contract with Madden Media and that the Internet marketing campaign is currently underway. He noted that staff had sent letters to the other proposers informing them that the contract had been awarded to Madden Media.

d. 2014-15 Marketing Grant Application

Mr. Dopp reported that the Task Force has not received any new information on the Marketing Grant application as of this date.

3. Other Staff Items

a. The Villages Expo, May 16, 2014

Mr. Dopp reported that the Task Force has secured a booth at the Villages Expo and that Chair Wideman had volunteered to staff the booth.

Chair Wideman stated that Task Force members who wished to have their promotional items displayed at the Expo should bring those promotional items to the next Task Force meeting.

Sam Martin suggested that the Task Force attend military personnel-oriented travel shows located at various military bases in south Georgia and north Florida.

Chair Wideman stated that the Marketing Committee should consider whether the military shows should be included in the marketing plan for next year.

b. I-10 Welcome Center Summer Festival, June 6, 2014, Pensacola

Mr. Dopp stated that the Task Force has signed up for the I-10 Welcome Center Summer Festival, to be held at the I-10 Welcome Station located near Pensacola, Florida. Mr. Dopp further reported that he will staff the I-10 Welcome Center Summer Festival.

c. Website and Facebook Page Report

Mr. Dopp reported on the Task Force website and Facebook page. He noted that Bluewateri.net had agreed to resolve the problem with uploading of photographs to the website at no additional cost.

d. Undiscovered Florida Co-op Ad

Mr. Dopp stated that the Task Force is beginning to receive leads from the National Geographic Traveler reader response cards. He stated that he will forward the leads to Task Force members as they are received.

C. Other Old Business

1. Selection of Promotional Items

Kay McCallister stated that she had prepared a list of promotional items with estimated costs and requested Task Force members to indicate what preferences, if any, they had for the various items. She stated that she would work with Mr. Dopp in preparing a list of items based on the input of Task Force members.

2. Updated Task Force Member Contact Information

Mr. Dopp noted that updated contact information for Task Force members is included on page 19 of the meeting packet.

3. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp requested members to forward to him any updates they have to the Suwannee River Wilderness Trail Paddling Guide.

D. VISIT FLORIDA Report

No report was provided under this agenda item due to the absence of a Visit Florida representative at the meeting.

V. New Business

A. May 15, 2014 Meeting Location

Mr. Mecusker stated that Union County will host the May meeting in Union County. Ms. McQueen agreed that Levy County will host the June meeting.

B. Announcements

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

VI. Leadership Forum: Troy Avera, Jefferson County Heritage Trails Program

Mr. Avera made a presentation to the Task Force about the Jefferson County Heritage Trails program.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., Thursday, May 15, 2014 in Union County at the Hal Y. Maines Community Center, 155 NW 3rd Street, Lake Butler, Florida.

The meeting adjourned at 12:45 p.m.


Nancy Wideman, Chair

5/15/14
Date

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