



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Hal Y. Manes Community Center
Lake Butler, Florida
Union County

May 15, 2014
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Russ McCallister, Dixie County
Dick Bailar, Jefferson County
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Cindy Vees, Madison County
Dave Mecusker, Union County
Sam Martin, Wakulla County

OTHERS PRESENT

Vincent Alex Brown, Union County Times
Lynn Bannister, U.S. Senator Bill Nelson's Office
Ting Sun
Tommy Thompson, Florida Outdoor Writers \ Association

STAFF PRESENT

Scott Koons

MEMBERS ABSENT

Roland Loog, Alachua County
Anna Mikell, Alachua County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County
Jackie Youngstrand, Wakulla County

Chair Wideman called the meeting to order at 10:00 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 Dick Bailar seconded a motion to approve the Agenda. The motion passed unanimously.

III. APPROVAL OF THE APRIL 17, 2014 MINUTES

Chair Wideman asked for approval of the April 17, 2014 meeting minutes.

ACTION: Dave Mecusker moved and Russ McCallister seconded a motion to approve the April 17, 2014 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

Scott Koons presented the monthly financial report.

ACTION: Mr. Bailar moved and Mr. Mecusker 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. Mr. Koons stated that staff would contact Roland Loog to arrange a date for a Committee meeting to further develop the funding proposal.

b. Funding

Cindy Vees gave the funding report. She stated that allowing businesses in non-participating north Florida counties to post advertisements on the Task Force website needed to wait until the website is redesigned. She also stated that proposals to change member dues should also wait until next year. She recommended that funding issues should be taken off the agenda for the next two to three months.

B. Staff Items

1. Florida Department of Economic Opportunity Grant.

Mr. Koons distributed a revised deliverables schedule for the 2013-14 contract which was recently received from the Florida Department of Economic Opportunity. He further noted that the Task Force has not yet received a signed contract from the Department.

a. Selection of Promotional Items

Mr. Koons stated the legal staff of the Department as well as the Florida Department of Financial Services has determined that state grant funds cannot be used for promotional items. Therefore, the \$3,000 originally allocated by the Florida Department of Economic Opportunity for the purchase of promotional items has been re-allocated to Leadership Forums, Bicycle Trail Maps and to Administration.

b. Bicycle Maps

Mr. Koons stated that staff will begin developing the bicycle trail maps this month. He noted that staff had sent an email to Task Force members several weeks ago requesting, by May 20, 2014 any information members had regarding bicycle trails in their respective counties. He requested members to send their information to the regional planning council office.

c. Regional Brochure/Map

Mr. Koons distributed copies of the Springs brochure to Task Force members and requested the members to update the brochure as appropriate. He requested the revisions be sent to the regional planning council office no later than May 30, 2014.

2. Staff Report on VISIT FLORIDA Grants and Other Projects

a. 2013-14 Image Grant (Springs Photographer)

Tommy Thompson gave a presentation of the photography work he performed for the Task Force.

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

1. Ting Sun Completed Report

Ting Sun presented the results of the visitor survey. Mr. Koons recommended that the Marketing Committee, when developing a marketing plan for the next year, identify periods of the year during which visitors should be surveyed. Mr. Koons stated that staff will compile such survey results at the end of the year in which the surveys are distributed.

2. U.S. Travel Association Membership and Purchase of U.S. Travel Association/American Express Destination Travel Insights

Mr. Koons stated staff has determined that the American Express Destinations Travel Insights from the U.S. Travel Association is a sole-source provider of traveler spending information in the 10-county Task Force area. He also stated that the Task Force must be a member of the U.S. Travel Association in order to purchase the data. He noted that a 1-year membership to the U.S. Travel Association is \$1,250.00. Mr. Koons therefore requested authorization from the Task Force to join the U.S. Travel Association.

It was moved by Mr. Bailar and seconded by Ms. Veas to authorize the expenditure of \$1,250.00 for the purchase a 1-year membership in the U.S. Travel Association. The motion carried unanimously.

Mr. Koons asked Task Force members if they wanted to purchase the American Express Destination Travel Insights information for zip codes which represent the entire 10-county area or if they wanted to purchase it for all zip codes, excluding Gainesville zip codes. He stated that zip codes for rural areas of Alachua County will be included in the American Express Travel Insights report should the Task Force opt to exclude the Gainesville zip codes.

It was moved by Mr. Bailar and seconded by Mr. McCallister to authorize the expenditure of \$5,000 for the purchase American Express Destination Travel Insights for all zip codes for the 10-counties Task Force area excluding the Gainesville zip codes. The motion carried unanimously.

3. John Moran Photo Drawing

Lynn Bannister drew from a box of entries the winning entry for the John Moran photograph. Ms. Bannister announced that the winner of the drawing was Allene Burnett of Oak Ridge, Tennessee.

c. 2013-14 Small Business Partner Grant (Targeted Internet Marketing Campaign)

Mr. Koons stated that Madden Media has completed the Internet marketing campaign on behalf of the Task Force and that a representative of Madden Media will make a presentation regarding campaign results at the June meeting.

d. 2014-15 Marketing Grant Application

Mr. Koons reported that the Task Force Application was under review by VISIT FLORIDA.

3. Other Staff Items

a. The Villages Expo, May 16, 2014

Mr. Koons noted that Chair Wideman will be staffing the Task Force booth at the Villages Expo to be held May 16, 2014.

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

Mr. Koons reported that Steven Dopp will be staffing the Task Force booth at the Festival to be held June 6, 2014.

c. Website and Facebook Page Report

Mr. Koons stated that the Task Force and Visit Florida has received notification from a tourist who attempted to attend an annual event listed of the Task Force website. The annual event no longer exists but was still listed as an annual event of the Task Force website and Facebook page. He requested the Task Force members to be certain that the information on the website is up to date.

Ms. Vees stated that the Task Force should consider removing the annual events calendar from the website as it is better to not have an event listed than to have one listed which no longer exists or has the wrong dates.

d. Undiscovered Florida Co-op Ad

Mr. Koons stated that the Task Force is continuing to receive leads from the National Geographic Traveler reader response cards. He stated Mr. Dopp is forwarding the leads to Task Force members as they are received.

C. Other Old Business

1. Updated Task Force Member Contact Information

Mr. Koons noted that contact information for Task Force members is included in the meeting packet.

Ms. Veas stated that Brenda Graham of the Grace Manor Bed and Breakfast, Greenville, has been added as a Madison County representative to the Task Force.

3. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Koons requested members to forward to Mr. Dopp 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. Announcements

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

B. Other New Business

1. Southeast Tourism Society Membership and Southeast Tourism Society Marketing College, August 3-8, 2014, Dahlonega, Georgia

Mr. Koons requested that the Task Force authorize the expenditure of \$210.00 for a one-year membership to the Southeast Tourism Society for the Task Force and \$995.00 for Mr. Dopp to attend the Marketing College. He stated that the regional planning council will pay for Mr. Dopp's transportation to the Marketing College.

It was moved by Mr. Bailar and seconded by Ms. Veas to authorize the expenditure of \$210.00 for a one-year membership to the Southeast Tourism Society for the Task Force and \$995.00 for Mr. Dopp to attend the Marketing College. The motion carried unanimously.

2. Sewage Overflow into Withlacoochee River

Ms. Veas stated that she recently sent a letter to Governor Scott regarding sewage overflow into the Withlacoochee River originating from a Valdosta, Georgia wastewater treatment plant. Ms. Veas stated she will send a copy of the letter to all Task Force members.

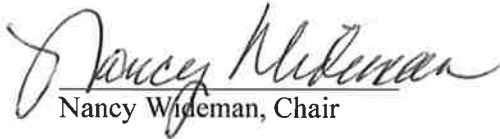
VI. Leadership Forum: Sisie Herndon, Natural Union County

Dave Mecusker made a presentation prepared by Ms. Herndon regarding Natural Union County.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., Thursday, June 19, 2014 in Levy County at the Island Hotel and Restaurant, 373 Second Street, Cedar Key, Florida.

The meeting adjourned at 2:30 p.m.


Nancy Wideman, Chair

6/19/14
Date

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