



MINUTES OF
The Original Florida
TOURISM TASK FORCE

St. Marks National Wildlife Refuge
Crawfordville, FL
Wakulla County

May 21, 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
Sandy Beach, Taylor County
Dawn Taylor, Taylor County
Jackie Youngstrand, Wakulla County

MEMBERS ABSENT

Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Carol McQueen, Levy County
Dave McCusker, Union County

OTHERS PRESENT

Bob Ballard, Wakulla Environmental Institute
Virginia Dekle, Wakulla County Tourist
Development Council
Gail Gilman, Wakulla County Tourist
Development Council
Duncan Graham, Visit Florida
Marianne Graves, Madison County Chamber of
Commerce
Roland Loog
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Nancy Wideman, noting the presence of a quorum, opened the meeting at 10:05 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: Dick Bailar moved and Lois Nevins seconded a motion to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE APRIL 26, 2015 MINUTES

Chair Wideman asked for approval of the April 26, 2015 meeting minutes.

ACTION: Lisa Frieman moved and Brenda Graham seconded a motion to approve the April 26, 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

Mr. Dopp presented the monthly financial reports for February 2015 and March 2015.

ACTION: Mr. Bailar moved and Ms. Frieman seconded a motion to approve the February 2015 and the March 2015 financial reports as circulated.

2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant

Mr. Dopp stated that 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

Mr. Dopp stated that a request for proposals for website developers was mailed to selected website development companies, published in the Florida Administrative Record and posted on the North Central Florida Regional Planning Council website.

b. Five-Year Strategic Marketing Plan

Mr. Dopp presented a Request for Proposal for a professional tourism marketing company to create a 5-year strategic plan included as included in the meeting packet. He recommended that the Task Force:

1. Form a Strategic Planning Committee and delegate the selection of the winning proposer to the Committee;
2. Approve the Request for Proposals included in the meeting packet;
3. Distribute the Request for Proposals to the list of tourism marketing companies and consultants included in the meeting packet;
4. Post the Request for Proposals on the North Central Florida Regional Planning Council website; and
5. Publish the Request for Proposals in the Florida Administrative Register.

ACTION: Ms. Graham moved and Ms. Page seconded a motion to:

1. Form a Strategic Planning Committee and delegate the selection of the winning proposer to the Committee;
2. Delegate the selection of the winning proposer to the Strategic Planning Committee;
- 3.

4. **Appoint Lisa Frieman, Susie Page and Nancy Wideman to the Strategic Planning Committee;**
5. **Approve the Request for Proposals included in the meeting packet;**
6. **Distribute the Request for Proposals to the list of tourism marketing companies and consultants included in the meeting packet;**
7. **Post the Request for Proposals on the North Central Florida Regional Planning Council website; and**
8. **Publish the Request for Proposals in the Florida Administrative Register.**

The motion carried unanimously.

- c. Visa Vues - International Version

Mr. Dopp stated that no action has been taken on this deliverable.

- d. Brochure Distribution

Mr. Dopp state that the Task Force "Florida Springs...and More" brochure continues to be distributed along I-75 in Georgia and Florida, I-10 in Florida, I-4 in Florida, U.S. Highway 19 in Florida as well as at AAA offices in Florida. He stated that he will hand-deliver brochures to the I-10 Welcome Center in Pensacola next month.

- e. Professional Enhancement Scholarships

Mr. Dopp stated that the Task Force can pay the Southeast Tourism Society directly for the Marketing College tuition and reimburse Task Force members attending the college for transportation and meals upon receipt of an expense statement. Mr. Dopp distributed Marketing College registration forms at the meeting. Sandy Beach, Lisa Frieman, Susie Page and Dawn Taylor elected to attend the Marketing College and returned the completed forms to Mr. Dopp.

- f. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that the Task Force advertisement continues to be displayed on the Florida Pocket Ranger cell phone app.

2. Staff Report on Visit Florida Grants

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

- i. Roland Loog Fee for Services

Mr. Dopp stated that Mr. Loog's fees for services for the 2014-15 Rural Area of Opportunity grant was \$10,200. He noted that the Task Force has paid Mr. Loog \$9,800 in fees for services and that the remaining unpaid amount exceeds the \$10,000 cap established by the Task Force. He recommended that the Task Force raise the cap to \$10,200 and pay Mr. Loog the remaining \$400.

Mr. Bailar stated that the Task Force was beholding to Mr. Loog and Mr. Dopp for their work in organizing the travel shows and administering the grant.

ACTION: Mr. Bailar moved and Ms. Page seconded a motion to raise the fee for services cap for Mr. Loog from \$10,000 to \$10,200 and to pay Mr. Loog the remaining \$400. The motion passed unanimously.

ii. Final Report

Mr. Loog and Mr. Dopp presented the travel show final report which was included in the Task Force meeting package.

iii. Fiscal Year 2015-16 Travel Show Program

Mr. Loog and Mr. Dopp discussed the travel show program for next fiscal year. They recommended retaining this year's shows and adding travel shows in London, England; Canada; Charlotte, North Carolina; Nashville, Tennessee and Detroit, Michigan.

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

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

v. Selection of Trip Package Winner

Mr. Dopp stated that the Cedar Key getaway package has been sent to the winner.

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 Visit Florida has approved the Task Force 2015-16 grant. He noted that the grant funding is in effect for the July 1, 2015 through June 30, 2016.

4. Other Items

a. Undiscovered Florida Co-op Ad

Mr. Dopp noted that he distributed leads from the Undiscovered Florida advertisement to Task Force members.

b. I-10 Welcome Center Summer Festival, 2015

Mr. Dopp stated that he will be attending the Visit Florida I-10 Welcome Center Summer Festival and asked if anyone else wished to attend. Mr. Tommy Thompson stated that he will attend if his schedule permits.

c. Fiscal Year 2015-16 Work Program

Members discussed potential projects for Fiscal Year 2015-16.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp distributed a revised version of the Paddling Guide update. Task Force members reviewed the document and suggested one change before going to press.

2. Updated Task Force Member Contact Info

Sandy Beach requested that a change be made to her contact information.

3. 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

Duncan Graham 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: Bob Ballard, Wakulla Environmental Center

Mr. Ballard made a presentation regarding Wakulla Environmental Center.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., June 18, 2015 at a location to be determined in Lafayette County.

The meeting adjourned at 1:50 p.m.


Nancy Wideman, Chair

6/18/15
Date

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