



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous
Mayo, FL
Lafayette County

June 18, 2015
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Russ McCallister, Dixie County
Donna Creamer, Gilchrist County
Dick Bailar, Jefferson County, Vice-Chair
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Carol McQueen, Levy County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Dawn Taylor, Taylor County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

Brenna Dacks, Visit Florida
Marianne Graves, Madison County Chamber of
Commerce
Martin Grill, Lafayette Chamber of Commerce
Roland Loog

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Martin Pierce, Dixie County
Helen Koehler, Levy County
Sandy Beach, Taylor County
Dave McCusker, Union County

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

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

III. APPROVAL OF THE MAY 21, 2015 MINUTES

Chair Wideman asked for approval of the May 21, 2015 meeting minutes.

ACTION: Dick Bailer moved and Lisa Frieman seconded a motion to approve the May 21, 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 April 2015.

ACTION: Ms. Nevins moved and Ms. Frieman seconded a motion to approve the April 2015 financial report as circulated. The motion passed unanimously.

B. Staff Items

1. 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.

It was agreed by consensus for Mr. Dopp to forward information to Task Force members regarding the status of the Fiscal Year 2014-15 grant contract and for Task Force members to contact their elected state representatives regarding the grant contract.

ACTION: Donna Creamer moved and Dawn Taylor seconded a motion to withhold further expenditures on the website, the five-year strategic plan and Visa Vues until such time as a contract between the Task Force and the Florida Department of Economic Opportunity is signed by both parties. The motion passed unanimously.

a. Revamp Website

Mr. Dopp stated that the Committee will meet June 24, 2015 to review and rank requests for proposals for the website revamp project.

b. Five-Year Strategic Marketing Plan

Mr. Dopp stated that the request for proposals has been published in Florida Administrative Register and mailed to proposers. He noted that the deadline for receiving proposals is June 30, 2015.

c. Visa Vues - International Version

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

d. Brochure Distribution

Mr. Dopp stated 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 hand-delivered brochures to both the I-10 Welcome Center in Pensacola as well as the U.S. Highway 231 Welcome Center in Campbellton.

e. Professional Enhancement Scholarships

The Task Force agreed by consensus to provide scholarships to Nancy Wideman, Lisa Frieman, Brenda Graham and Donna Creamer to attend the Florida Governor’s Tourism Conference. Additionally, the Task Force agreed by consensus to pay both the registration and lodging in advance.

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 telephone app.

2. Staff Report on Visit Florida Grants

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

Roland Loog and Mr. Dopp reported on their June 17, 2015 meeting with Visit Florida. Mr. Dopp stated that Visit Florida has agreed to renew the grant for Fiscal Year 2015-16 and is amenable to adding more travel shows to the schedule.

Mr. Loog stated that he would like to identify potential travel shows and poll the Task Force members at its July 16, 2015 meeting to determine member availability to attend the travel shows.

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

Mr. Dopp reported that the website blogger contracts have expired.

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

Mr. Dopp stated that the Task Force needs to prepare new contracts for website blogger Tommy Thompson for the Fiscal Year 2015-16 Visit Florida grant as well as Mr. Thompson’s fishing blog contract.

3. 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 attended the Visit Florida I-10 Welcome Center Summer Festival. He noted that he distributed approximately 100 regional brochures and 80 Florida State Parks Guides to tourists at the Welcome Center.

c. Wakulla County Tourist Development Council June 11, 2015 Meeting

Mr. Dopp reported on his presentation to the Wakulla County Tourist Development Council at their June 11, 2015 meeting.

d. 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 stated that a draft request for bids is included in the meeting packet. Task Force members agreed by consensus to authorize the request for bids, authorize staff to determine the lowest responsive and responsible bidder, and to authorize the Executive Director to enter into a contract with the lowest qualified bidder for purposes of printing the paddling guide.

2. Updated Task Force Member Contact Info

Donna Creamer 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

Brenna Dacks 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. Mr. Bailar suggested the Task Force hold a retreat similar to the retreat held in 2013 to develop a strategic plan.

B. Other New Business

No other new business was discussed.

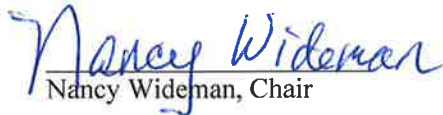
VII. Leadership Forum: Roland Loog and Steven Dopp

Mr. Loog and Mr. Dopp made a presentation regarding the Fiscal Year 2014-15 Visit Florida Rural Area of Opportunity travel show program.

Date and Location of Next Meeting

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

The meeting adjourned at 1:50 p.m.


Nancy Wideman, Chair

7/16/15
Date

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