



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Island Hotel and Restaurant
Cedar Key, Florida
Levy County

June 19, 2014
Thursday, 10:00 a.m.

MEMBERS PRESENT

Roland Loog, Alachua County
Lois Nevins, Alachua County
Russ McCallister, Dixie County
Dick Bailar, Jefferson County
Nancy Wideman, Jefferson County, Chair
Susie Page, Lafayette County
Carol McQueen, Levy County
Brenda Graham, Madison County
Cindy Vees, Madison County
Sandy Beach, Taylor County
Sam Martin, Wakulla County

OTHERS PRESENT

Pam Darty, U.S. Fish and Wildlife Service
Dean Fowler, Steinhatchee Landing
Danah Heye, Madden Media
Sean Plemons, City of Gainesville
Lisa Valea, Cedar Key Chamber of Commerce
Bailey Vees
Cortnie Vees

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Anna Mikell, Alachua County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Dawn Taylor, Taylor County
Dave Mecusker, Union County
Jackie Youngstrand, Wakulla County

Chair Wideman called the meeting to order at 10:13 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: Carol McQueen moved and Roland Loog seconded a motion to amend the Agenda to add an item under New Business regarding recognition of the tourism promotion career of Harvey Campbell and to approve the Agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE MAY 15, 2014 MINUTES

Chair Wideman asked for approval of the May 15, 2014 meeting minutes.

ACTION: Dick Bailar moved and Mr. Loog seconded a motion to strike Kay McCallister from the list of other persons present at the meeting and to approve the May 15, 2014 minutes as amended. The motion passed unanimously.

IV. RECOGNITION OF DEAN FOWLER, FORMER ORIGINAL FLORIDA TASK FORCE MEMBER

Chair Wideman recognized Dean Fowler for his 17 years of service as a member of the Task Force and presented him with a framed John Moran photograph on behalf of the Task Force.

V. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports -

Steven Dopp presented the monthly financial report.

ACTION: Lois Nevins moved and Susie Page seconded a motion to accept the monthly financial report. The motion passed unanimously.

2. Other Committee Reports:

a. Legislative Committee Report on Legislative Funding Proposal.

Legislative Committee members agreed to meet 1:00 p.m., July 8, 2014 at the North Central Florida Regional Planning Council office to finalize a legislative funding proposal.

b. Marketing

No report was provided on this agenda item.

B. Staff Items

1. Florida Department of Economic Opportunity Grant.

a. Contract Status

Steven Dopp discussed the revised deliverables schedule for the 2013-14 contract which was recently received from the Florida Department of Economic Opportunity and included in Task Force members meeting packets. He noted that the Department of Economic Opportunity is requesting the Task Force to approve and return the revised contract no later than June 26, 2014.

ACTION: Ms. McQueen moved and Cindy Vees seconded a motion to approve the revised Florida Department of Economic Opportunity grant contract. The motion passed unanimously.

b. Trail Maps

Mr. Dopp reported that staff is developing the regional bicycle trail map. He distributed copies of the draft regional map to Task Force members and asked them to mail their map revisions to the Council no later than June 27, 2014.

c. Regional Brochure/Maps

Mr. Dopp stated that staff has received Task Force member revisions to the Task Force springs brochure and will begin updating the brochure based on member revisions.

2. Staff Report on VISIT FLORIDA Grants and Other Projects

a. Reimbursement Status

Mr. Dopp stated that he has submitted a reimbursement request to Visit Florida for the three Visit Florida grants; however, the Task Force has not yet received the reimbursement.

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

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

Mr. Dopp reported that he has submitted the list of zip codes to the U.S. Travel Association for the development of the Destination Travel Insights report.

2. John Moran Photo Drawing

Mr. Dopp stated that the photograph for the winner of the John Moran nature photo will be ordered and shipped to the winner by the next Task Force meeting.

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

1. Presentation of Campaign Results, Danah Heyeh, Madden Media

Ms. Heyeh presented the results of the Targeted Internet Advertising Campaign.

d. 2014-15 Marketing Grant Application

Mr. Dopp reported that the Visit Florida had approved the Task Force application for its 2014-15 Marketing grant.

3. Other Staff Items

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

Mr. Dopp reported on the I-10 Welcome Center Summer Festival which he attended on behalf of the Task Force.

b. Website and Facebook Page Report

Mr. Dopp stated that he had no new information to report on the Task Force website and Facebook page.

c. Undiscovered Florida Co-op Ad

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

d. Public Notices of Meetings

Mr. Dopp stated that he had placed a link to the meeting packet on the Task Force Facebook page. He suggested the Task Force place a legal advertisement announcing Task Force meetings in the newspaper of general circulation in whichever county the Task Force is holding a meeting. It was agreed by consensus to post meeting notices and agendas on Facebook and at each County administrative building in whichever county the Task Force is holding a meeting.

e. Membership Dues

Mr. Dopp stated that the Task Force had received a letter from Dawn Taylor requesting that the Task Force dues not be increased for Taylor County as a result of the County annual bed tax revenue exceeding the \$200,000 threshold. Mr. Dopp presented a report which indicated that if dues are based on the first two cents of bed tax then the annual dues for all counties would remain the same for next year.

ACTION: Ms. McQueen moved and Mr. Bailar seconded a motion to specify that the dues structure to be based only on the first two cents of bed tax collected by each county. The motion passed unanimously.

C. Other Old Business

1. Updated Task Force Member Contact Information

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

2. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp stated that staff has received Task Force member comments on revisions to the paddling guide.

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

Mr. Dopp reported that the Task Force has joined the Southeast Tourism Society and that he has registered for the Marketing College to be held in August 2014.

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. Harvey Campbell

Chair Wideman reported that she sent flowers on behalf of the Task Force to Harvey Campbell's funeral.

Mr. Loog recommended that an annual Scholarship/paid Internship with the Task Force be established by the Task Force in Mr. Campbell's name for University of Florida Department of Tourism, Recreation and Sports Management students. Mr. Loog stated that the amount of the internship could be \$500. He stated that the Department of Tourism, Recreation and Sports Management could select the intern. He further stated that the Department of Tourism, Recreation and Sports Management requires students to engage in a one-semester internship as part of their curricula.

ACTION: Mr. Loog moved and Ms. McQueen seconded a motion to request Mr. Dopp and, if needed, the Council attorney to research labor law issue with regards to a scholarship or a paid internship for students enrolled in the University of Florida Department of Tourism, Recreation and Sports Management. The motion passed unanimously.

VI. Leadership Forum: Pam Darty, U.S. Fish and Wildlife Service

Pam Darty made a presentation on the history of native Americans who once resided along the Dixie, Levy and Taylor County coast.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., Thursday, July 17, 2014 in Madison County at a location to be determined.

The meeting adjourned at 1:16 p.m.


Nancy Wideman, Chair

7/17/14
Date

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