



MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Grace Manor Bed and Breakfast  
Greenville, Florida  
Madison County

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

MEMBERS PRESENT

Roland Loog, Alachua County  
Lois Nevins, Alachua 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  
Dawn Taylor, Taylor County  
Sam Martin, Wakulla County

OTHERS PRESENT

Brenna Dacks, Visit Florida

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Anna Mikell, Alachua County  
Russ McCallister, Dixie County  
Martin Pierce, Dixie County  
Donna Creamer, Gilchrist County  
Helen Koehler, Levy County  
Sandy Beach, Taylor County  
Dave Mecusker, Union 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: Dick Bailar moved and Carol McQueen seconded a motion to approve the Agenda as circulated. The motion passed unanimously.**

### III. APPROVAL OF THE JUNE 19, 2014 MINUTES

Chair Wideman asked for approval of the June 19, 2014 meeting minutes.

**ACTION: Lois Nevins moved and Ms McQueen seconded a motion to approve the June 19, 2014 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: Roland Loog moved and Mr. Bailar seconded a motion to accept the monthly financial report as circulated. The motion passed unanimously.**

##### 2. Other Committee Reports:

###### a. Supplemental Marketing Program Committee

Mr. Loog reported on the July 8, 2014 Committee meeting. He stated that a copy of the Committee- recommended marketing proposal.

Mr. Dopp distributed a copy of the Committee proposal to Task Force members in attendance.

Ms. McQueen recommended striking item 11 and adding the following bullet points to the Committee proposal.

- This is a Visit Florida trade show promotion campaign for Florida counties designated as Rural Areas of Opportunity (RAO). As such, it provides a means whereby Visit Florida can promote tourism and economic development in RAO counties.
- Visit Florida is fully represented with their collateral materials, display and shared emails collected
- Multi-county tourism marketing organizations will staff the booths and will display and promote both Visit Florida marketing products as well as rural county marketing materials.
- Allows rural multi-county tourism organizations to perform their own market research and target identified feeder cities for tourism promotion; areas which may otherwise not be as heavily promoted by Visit Florida as desired by rural counties.

- Many RAO counties do not have sufficient financial and staffing resources for matching grants or grant administration. Therefore, many cannot participate in many matching grants.
- Pooling marketing funds for RAO counties with a multi-county tourism development organization allows more effective use of rural county tourism dollars as multi-county organizations typically have adequate staff and financial resources to administer grants.
- Allows tourism marketing representatives for rural counties to talk directly to potential tourists at locations where potential tourists go to learn about future vacation locations.

Ms. McQueen stated that she would schedule a meeting between Mr. Loog and Visit Florida CEO Will Secombe to present the proposal.

**ACTION: It was moved by Ms. McQueen and seconded by Susie Page to approve the Committee-recommended marketing proposal as proposed by Ms. McQueen and to authorize Mr. Loog to meet with Visit Florida CEO Will Secombe to present the proposal. The motion passed unanimously.**

b. Marketing - 2015 Work Program

Mr. Dopp stated that the Task Force needed to adopt a Fiscal Year 2015 budget no later than October 1, 2014. He recommended that the No report was provided on this agenda item.

The Marketing Committee agreed by consensus to meet 9:30 a.m., August 12, 2014 at Steinhatchee Landing to prepare a Fiscal Year 2015 budget and that Mr. Dopp will email Committee members (Mr. Loog, Ms. McQueen, Anna Mikell, Ms. Page, and Chair Wideman) a copy of this year's marketing plan as well as any suggestions Mr. Dopp may have for next year.

Dawn Taylor stated that she will contact Dean Fowler to reserve meeting space at Steinhatchee Landing.

Mr. Dopp stated that he made a presentation to the Alachua County Board of County Commissioners regarding the Task Force. He noted that the presentation appeared to be well-received by the Commission.

B. Staff Items

1. Florida Department of Economic Opportunity Grant.

a. Contract Status

Mr. Dopp noted that the Task Force has received a signed copy of the revised Department of Economic Opportunity grant contract. He noted that the second quarter report is due to the Department by July 29, 2014.

b. Trail Maps

Mr. Dopp reported that staff is nearing completion of the regional bicycle trail map and inventory of bicycle routes. He anticipated including copies of these items as part of the second quarter report to the Department of Economic Opportunity for reimbursement.

Mr. Dopp distributed large copies of the regional bike route map to Task Force members and asked them to make any final revisions. Mr. Dopp also asked Task Force members to identify related bicycle facilities and services for inclusion in the county-level version of the bicycle maps.

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. Mr. Dopp requested that Task Force members submit any final changes and authorize him to forward the final changes to a graphic artist for brochure preparation.

Task Force agreed by consensus to remove Bradford Columbia, Gadsden, Hamilton, Leon, and Suwannee Counties from the brochure map.

**ACTION: It was moved by Cindy Vees and seconded by Mr. Loog to approve the brochure materials as revised and to authorize Mr. Dopp to forward the final changes to a graphic artist. The motion passed unanimously.**

2. Staff Report on VISIT FLORIDA Grants and Other Projects

a. Reimbursement Status

Mr. Dopp stated that the Task Force was fully reimbursed by Visit Florida for its three Visit Florida grants.

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

Mr. Dopp distributed copies of the first quarter Destination Travel Insights report. He stated that the information is proprietary and not to be shared with non-Task Force members.

2. John Moran Photo Drawing

Mr. Dopp stated that he had received an email from the winner of the John Moran nature photo stating that she had received the framed photo.

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

1. No additional information was presented regarding this item.

d. 2014-15 Marketing Grant Application

Mr. Dopp reported that no work has been performed on the marketing grant.

3. Other Staff Items

a. 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.

b. Harvey Campbell Memorial Scholarship/Internship

Mr. Dopp stated that he had discussed the matter regarding internship versus scholarship with Mr. Scott Koons. Mr. Dopp stated that Mr. Koons advised that if the Task Force wishes to offer a scholarship, then it should do so without requiring the recipient to work for the Task Force. Mr. Dopp also noted that Mr. Koons also recommended that an internship should be a paid internship.

Mr. Bailar suggested that the Task Force should offer a paid internship named after Dean Fowler.

Mr. Dopp stated that he had contacted Julie McGrath with the Department of Tourism, Recreation and Sport Management at the University of Florida. He stated that the graduate program has very few students and some of them already had part-time jobs. Mr. Dopp recommended that the Task Force offer a paid internship in the amount of \$1,500 per semester in order to attract applicants.

The discussed offering the scholarship/internship to graduate students as well as third and fourth year undergraduate students majoring in recreation and tourism.

**ACTION:** It was moved by Ms. McQueen and seconded by Ms. Taylor to approve a \$1,000 internship for the fall and spring semesters open to third and fourth year undergraduate students as well as graduate students majoring in tourism at the University of Florida. The motion passed unanimously.

**ACTION:** It was moved by Ms. McQueen and seconded by Mr. Loog that the fall internship be named the Dean Fowler Internship and that the spring internship be named the Harvey Campbell Memorial Internship. The motion passed unanimously.

e. Meetings with Columbia, Hamilton and Suwannee Counties

Mr. Bailar recommended that Task Force representatives meet with the Economic Development Director or Tourism Development Council staff for Columbia, Hamilton, and Suwannee Counties to discuss rejoining the Tourism Task Force

**ACTION: It was moved by Mr. Bailar and seconded by Mr. Loog that the Task Force meet representatives meet with the Tourism Development Councils for Columbia, Hamilton, and Suwannee Counties to discuss rejoining the Tourism Task Force. The motion passed unanimously.**

- d. Florida Governor's Conference on Tourism, September 22-24, 2014, Boca Raton, Florida

The Task Force agreed by consensus for Mr. Dopp to attend the Governor's Conference on Tourism.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp requested direction from the Task Force regarding updating that portion of the paddling guide which addresses Columbia, Hamilton, and Suwannee Counties.

The Task Force agreed by consensus for staff to send an email to each of the three counties as well as the Suwannee River Water Management District requesting any updates which they would like made to the guide.

2. Updated Task Force Member Contact Information

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

3. Meeting Dates and Locations

Mr. Dopp stated that the meeting dates and locations for future meetings is included in the meeting packet.

D. VISIT FLORIDA Report

No report was provided under this agenda item as Ms. Dacks left the meeting due to illness.

V. New Business

- A. Announcements

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

VI. Leadership Forum:

No leadership forum was held.

Date and Location of Next Meeting

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

Mr. Bailar recommended that the Task Force consider changing from monthly Task Force meetings to quarterly or bi-monthly meetings.

**ACTION: It was moved by Ms. McQueen and seconded by Ms. Vees that Task Force staff consult with the Chair and cancel Task Force meetings during months when, in the opinion of staff and the Chair, there is insufficient business to warrant a meeting. The motion passed unanimously.**

**The meeting adjourned at 1:16 p.m.**

  
Nancy Wideman, Chair

8/21/14  
Date

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