



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Union County Historical Museum
Lake Butler, FL
Union County

August 20, 2015
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Donna Creamer, Gilchrist County
Dick Bailar, Jefferson County, Vice-Chair
Susie Page, Lafayette County
Carol McQueen, Levy County
Lisa Frieman, Madison County
Brenda Graham, Madison County
Dawn Taylor, Taylor County
Dave McCusker, Union County

MEMBERS ABSENT

Martin Pierce, Dixie County
Russ McCallister, Dixie County
Nancy Wideman, Jefferson County, Chair
Helen Koehler, Levy County
Sandy Beach, Taylor County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

David Capece, Sparxoo
Ryan Krale, Sparxoo
Roland Loog
Kelsey Martinez, Sparxoo
Grace Northern, Sparxoo
Cindy Vees, Cindy Vees and Associates, LLC

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Vice-Chair Dick Bailar, noting the presence of a quorum, opened the meeting at 10:05 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Vice-Chair Bailar asked for approval of the meeting agenda.

ACTION: Dave Mecusker moved and Lois Nevins seconded a motion to amend the agenda to add a Task Force retreat as a discussion item to the agenda and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JULY 16, 2015 MINUTES

Vice-Chair Bailar asked for approval of the July 16, 2015 meeting minutes.

ACTION: Lisa Frieman moved and Ms. Nevins seconded a motion to correct two scrivener errors contained in the minutes and to approve the July 16, 2015 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Reports Review and Approval

Steven Dopp presented the monthly financial report for May 2015.

ACTION: Donna Creamer moved and Ms. Frieman seconded a motion to approve the May 2015 financial report. The motion passed unanimously.

Mr. Dopp presented the monthly financial report for June 2015.

ACTION: Carol McQueen moved and Ms. Creamer seconded a motion to approve the June 2015 financial report. The motion passed unanimously.

2. Nominating Committee Report and Election of Officers.

Ms. Creamer reported that the Nominating Committee recommends Dawn Taylor as Task Force Chair, Susie Page as Vice-Chair and Ms. Frieman as Secretary/Treasurer.

Vice-Chair Bailar asked for any additional nominations from the floor. No additional nominations were proposed.

ACTION: Ms. Creamer moved and Mr. Mecusker seconded a motion to elect the slate of officers recommended by the Nominating Committee. The motion passed unanimously.

C. Staff Items

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

Mr. Dopp stated that the Task Force has mailed two copies of the contract signed by Chair Wideman to the Department for their signature.

a. Revamp Website

David Capece, President of Sparxoo, presented an overview of their work on the revamped Task Force website. Mr. Capece requested Task Force member input regarding various aspects of the redesigned website. Mr. Dopp stated that he would contact Task Force members by email requesting their top three attractions they wanted featured in the website travel itineraries.

b. Five-Year Strategic Marketing Plan - Presentation by CBEI

Mr. Dopp stated that the CBEI, the selected vendor for the development of the Five-Year Strategic Marketing Plan, has requested a contract from the Task Force prior to beginning development of the plan. Mr. Dopp has stated that he has notified CBEI that the Task Force cannot enter into a contract until it receives the signed Florida Department of Economic Opportunity Regional Rural Development Grant.

c. Task Force 2015 Retreat

Mr. Dopp stated that the CBEI proposal calls for three half-day retreats at various locations throughout the area.

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 American Automobile Association offices in Florida.

e. Professional Enhancement Scholarships

Mr. Dopp stated that he, Ms. Frieman, Ms. Page, Ms. Taylor and Cassandra Petrakos of the Levy County Visitors and Convention Bureau attended the Southeast Tourism Society Marketing College held August 3 - 7, 2015, in Dahlonega, Georgia.

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. Visit Florida Grants

a. Visit Florida - North Central Florida 2015-16 Cultural, Heritage, Rural and Nature Grant

Mr. Dopp stated that the Task Force contracts have been renewed with Tommy Thompson to continue posting blogs on the Task Force website through June 2016.

b. Visit Florida - North Central Florida 2015-16 Rural Area of Opportunity Partnership Program

Mr. Dopp reported that the Task Force has been fully reimbursed by Visit Florida for the 2014-15 Rural Area of Opportunity program.

Mr. Dopp reported that the Task Force staff reviewed a draft contract for 1015-16 from Visit Florida, and provided comments to Visit Florida concerning the contract.

Roland Loog reported on the status of the travel shows.

3. Other Staff Items

a. Undiscovered Florida Co-op Ad

Mr. Dopp noted that he distributed leads from the Undiscovered Florida advertisement to Task Force members. He noted that he had received information from Worth International regarding next year's Co-op advertisement for next year.

b. Wakulla County Fiscal Year 2015-16 Membership

Mr. Dopp reported that a copy of the email from him to Jackie Youngstrand and Gail Gilman of the Wakulla County Tourist Development Council concerning the Wakulla County annual regional cooperative marketing fee is included in the Task Force meeting packet.

c. Conservation Fund Big Bend Seed Grant Program

Mr. Dopp reported that funds may be available from the Conservation Fund to enhance tourism promotion within the four coastal counties of the Task Force. The Task Force agreed by consensus to apply for a Conservation Fund grant for the purposes of promoting the Greater Florida Birding and Wildlife Trail.

d. Fiscal Year 2015-16 Task Force Work Program

Mr. Dopp presented the draft Fiscal Year 2015-16 work program. Task Force members agreed by consensus to ask Sparxoo to review the draft work program and to provide comments.

D. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp stated that the Task Force successful bidder to print 4,630 copies of the paddling guide was Allegra Altemonte Springs.

2. Updated Task Force Member Contact Info

No changes were requested to be made to the 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 presented a report 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 new business was discussed.

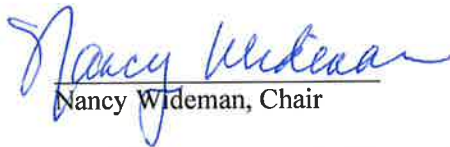
VII. Leadership Forum: Cindy Vees, Social Media Marketing

Cindy Vees from Cindy Vees and Associates, LLC, made a presentation on the use of social media by destination marketing organizations.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., September 24, 2015 at Visit Florida headquarters in Tallahassee, Florida.

The meeting adjourned at 1:52 p.m.


Nancy Wideman, Chair

9/24/15
Date

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