



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous
Mayo, Florida
Lafayette County

August 21, 2014
Thursday, 10:00 a.m.

MEMBERS PRESENT

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

OTHERS PRESENT

Brenna Dacks, Visit Florida
Mark Raciappa, ActionCOACH

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Dick Bailar, Jefferson County
Helen Koehler, Levy County
Cindy Vees, Madison County
Dave Mecusker, Union County
Jackie Youngstrand, Wakulla County

Chair Wideman called the meeting to order at 10:06 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: Lois Nevins moved and Brenda Graham seconded a motion to approve the Agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE JULY 17, 2014 MINUTES

Chair Wideman asked for approval of the July 17, 2014 meeting minutes.

ACTION: Carol McQueen moved and Russ McCallister seconded a motion to approve the July 17, 2014 minutes as circulated. 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 Ms. Nevins 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 presented the Supplemental Marketing Committee report. He stated that a copy of the Committee-recommended marketing proposal is included in the Task Force meeting packet.

Ms. McQueen stated that members of the Supplemental Marketing Committee will meet with Will Seccombe, Chief Executive Officer for Visit Florida, 10:30 a.m., September 3, 2014 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 Seccombe to present the proposal. The motion passed unanimously.

b. Marketing 2014-15 Work Program and Budget

Mr. Loog presented a proposed work program and budget for Fiscal Year 2014-15.

Mr. Dopp noted that the budget and work program may need to be amended following negotiations with the Florida Department of Economic Opportunity regarding the Task Force's Fiscal Year 2014-15 Regional Rural Development Grant, which is administered by the Department.

B. Staff Items

1. Florida Department of Economic Opportunity Grant.

a. Bicycle Trail Maps

Mr. Dopp distributed copies of the draft County bicycle trail maps. He asked Task Force members to review the maps and to note locations of various facilities, particularly parking lots and restrooms. He asked members provide him any changes to the maps no later than August 29, 2014.

b. Regional Brochure

Mr. Dopp distributed draft text containing changes to the regional brochure. He asked Task Force members to review the changes. He asked members to provide him any changes to the maps no later than August 29, 2014.

2. U.S. Travel Association Destination Travel Insights 2nd Quarter Report

Mr. Dopp distributed copies of the 2nd quarter Destinations Travel Insights report to Task Force members.

3. VISIT FLORIDA 2014-15 Marketing Grant (website bloggers)

Mr. Dopp reported that the grant calls for the Task Force to contract with bloggers by September 30, 2014. Mr. Dopp requested Task Force members to notify him of potential bloggers for the Task Force website.

4. 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 reported on the status of the internship.

e. Meetings with Columbia, Hamilton and Suwannee Counties

Mr. Dopp reported that he has been in contact with representatives of the Columbia, Hamilton and Suwannee Counties Tourism Development Councils. He stated that he is scheduled to make a presentation to the Hamilton County Tourism Development Council on September 10, 2014.

d. Southeast Tourism Society Marketing College

Mr. Dopp reported on his attendance at Week 1 of the Southeastern Tourism Society Marketing College held August 4 -8, 2014 in Dahlonga, Georgia.

e. Website and Facebook Usage Reports

Task Force members discussed the website and Facebook usage reports included in the meeting packet.

C. Other Old Business

1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp stated that he had received updates to the Guide from Hamilton County as well as the Suwannee River Water Management District. He further stated that Columbia County is reviewing the guide and is anticipated to forward revisions to the Task Force by August 25, 2014.

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

Ms. Dacks presented the VISIT FLORIDA report.

V. New Business

A. Announcements

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

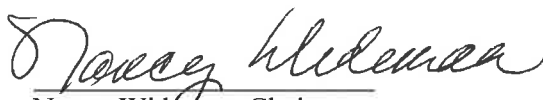
VI. Leadership Forum:

Mr. Mark Raciappa of BusinessCOACH made a presentation on Five Ways to Improve Results for destination marketing organizations.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., Thursday, September 18, 2014 at VISIT FLORIDA in Tallahassee.

The meeting adjourned at 1:36 p.m.


Nancy Wideman, Chair

9/18/14
Date

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