



MINUTES OF
The Original Florida
TOURISM TASK FORCE

VISIT FLORIDA Headquarters
Tallahassee, FL
Leon County

September 17, 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
Sandy Beach, Taylor County

MEMBERS ABSENT

Martin Pierce, Dixie County
Helen Koehler, Levy County
Dawn Taylor, Taylor County
Dave McCusker, Union County
Jackie Youngstrand, Wakulla County

OTHERS PRESENT

Ryan Krale, Sparxoo
Roland Loog
Kelly Lowrey, Columbia County Tourist
Development Council
Sam Martin, SR Martin and Associates
Kelsey Martinez, Sparxoo
Grace Northern, Sparxoo
John Pricher, Visit Gainesville

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Nancy Wideman, noting the presence of a quorum, opened the meeting at 10:07 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Wideman asked for approval of the meeting agenda.

ACTION: Dick Bailar moved and Lisa Frieman seconded a motion to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE AUGUST 20, 2015 MINUTES

Chair Wideman asked for approval of the August 20, 2015 meeting minutes.

ACTION: Carol McQueen moved and Donna Creamer seconded a motion to approve the August 20, 2015 minutes as circulated. The motion passed unanimously.

IV. QUESTIONS AND ANSWERS WITH THE VISIT FLORIDA EXECUTIVE TEAM

Visit Florida staff addressed the following questions raised by the Task Force.

1. Can Visit Florida representatives provide some guidance as how the Task Force can best take advantage of the London World Travel Market and ITB Berlin trade/travel shows?
2. The Task Force is considering launching a limited digital advertising campaign directed at cities where it will attend travel shows. Does Visit Florida have any guidance/suggestions when to launch such a campaign, and how to implement such a campaign? Does Visit Florida have suggestions for possible advertising platforms, such as Facebook, for the campaign?
3. As we enter year two of the North Central Florida Rural Area of Opportunity Partnership, we understand that Visit Florida has committed to the program for three years. What are the prospects for continuing the program beyond three years? What is Visit Florida's view on the partnership to date?
4. Will Visit Florida be offering another New York City press trip? If so, will it be possible for the Task Force to obtain a discount as it did this year?

V. VISIT FLORIDA REPORT

Brenna Dacks presented a report on VISIT FLORIDA activities and programs of interest to the Task Force.

VI. OLD BUSINESS

A. Revamp Website - Presentation by Sparxoo

Grace Northern and Ryan Kale of Sparxoo presented Round 2 designs for the revamped Visit Natural North Florida website. The Task Force members agreed by consensus that a privacy policy should be added to the website.

ACTION: Ms. McQueen moved and Russ McCallister seconded a motion to replace the existing Visit Natural North Florida logo with the new Sparxoo-designed Visit Natural North Florida logo. The motion passed with 7 yeas and 2 nays with Brenda Graham and Lisa Frieman in dissent.

ACTION: Sandy Beach moved and Ms. Creamer seconded a motion to authorize staff to make website design and content decisions as requested by Sparxoo and to authorize staff to consult with Dawn Taylor, Chair-Elect, regarding said decisions. The motion passed unanimously.

B. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Reports Review and Approval

Steven Dopp presented the monthly financial report for July 2015.

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

C. Staff Items

1. Other Staff Items

a. Conservation Fund Big Bend Seed Grant

Mr. Dopp presented a draft application for a Conservation Fund Big Bend Seed grant . He noted that the application requests \$10,000 to be matched by \$26,000 of Fiscal Year 2015-16 Regional Rural Development Grant funds for the development of a bicycle trail guide and a bicycle trail guide micro site on the Task Force website. Mr. Dopp noted that the guide would include a minimum of one multi-county coastal bicycle trail and one multi-county trail which would include non-coastal counties and most likely include Hamilton and Suwannee Counties. He also noted that the guide would also include a minimum of three county bicycle trails per county, including Hamilton and Suwannee Counties.

The Task Force agreed by consensus to delete the inclusion of county trails for Hamilton and Suwannee Counties and to limit information for any multi-county trail which passed through Hamilton and Suwannee Counties to the location of the bicycle route until such time as Hamilton and Suwannee Counties become members of the Task Force. The Task Force also agreed by consensus to reduce from three to a minimum of two county trails per county.

ACTION: Mr. Bailar moved and Ms. Creamer seconded a motion to approve the Conservation Fund Big Bend Seed Grant application. The motion passed unanimously.

b. Fiscal Year 2015-16 Task Force Work Program

Mr. Dopp presented a proposed work program for Fiscal Year 2015-16. He noted that the proposed Fiscal Year 2015-16 Task Force budget includes all items contained in the Fiscal Year 2015-16 Task Force Work Program.

c. Fiscal Year 2015-16 Task Force Budget

Mr. Dopp presented the proposed Fiscal Year 2015-16 budget. He noted that every item contained in the 2015-16 Task Force work program as well as Regional Rural Development Grant projects scheduled to be completed between October 2015 and January 2016 are included in the Fiscal Year 2015-16 budget.

ACTION: Ms. Frieman moved and Ms. Creamer seconded a motion to approve the Fiscal Year 2015-16 Task Force budget as circulated. The motion passed unanimously.

d. Undiscovered Florida Co-op Advertisement

Mr. Dopp stated that Columbia County, Dixie County, Levy County and Taylor County have agreed to purchase 1/6th page ads in the Undiscovered Florida Co-op advertisement.

Ms. Creamer stated that Gilchrist County will purchase a 1/6th advertisement.

Ms. Frieman stated that Madison County will also purchase a 1/6th page advertisement.

e. Professional Enhancement Scholarships

Mr. Dopp reported on the status of the professional enhancement scholarship program.

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

Mr. Dopp announced that the Task Force had received a signed original contract for the Fiscal Year 2014-15 Florida Department of Economic Opportunity Regional Rural Development Grant.

a. Revamp Website

No discussion occurred under this agenda item.

b. Five-Year Strategic Marketing Plan

Mr. Dopp reported that he mailed two originals of a Five-Year Strategic Marketing Plan contract to CBEI for their signature.

c. Brochure Distribution

Mr. Dopp reported that the Task Force brochure continues to be distributed by its contracted brochure distribution vendors.

d. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp reported that the Task Force advertisement continues to run on the Florida Pocket Ranger app.

3. Visit Florida Grants

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

Mr. Dopp stated that Mr. Thompson continues to post blogs to the Task Force website.

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

Mr. Dopp reported that the Task Force has signed a contract from Visit Florida for the Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program.

Roland Loog reported on the status of the travel shows.

ACTION: Ms. Creamer moved and Ms. McQueen seconded a motion to purchase three new logo-inscribed table cloths using promotional funds from the Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program grant. The motion passed unanimously.

D. Other Old Business

- 1. Suwannee River Wilderness Trail Paddling Guide Update

Mr. Dopp stated that the paddling guide update is at the printer and that the Task Force anticipates receiving 4,630 copies of the paddling guide by September 30, 2015.

- 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.

VII. 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.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., October 15, 2015 at the Gilchrist County Hunt Club in Gilchrist County, Florida.

The meeting adjourned at 2:18 p.m.


Dawn Taylor, Chair

10/15/15
Date

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