

Suwannee River Valley Marketing Group

Spirit of the Suwannee Music Park

Grand Hall

3076 95th Dr.

Live Oak, FL 32060

March 25, 2015, 9:00 a.m. – 10:00 a.m.

Agenda

- Call to Order
- Roll Call
- Welcome and Introductions
- Approval of Minutes
- Suwannee River Valley Vacation Guide Update
- Suwannee River Valley Social Media Update
- Committee Updates
 - Marketing
 - Financial
- Strategic Plan Update
- Special Events / New Initiatives – Columbia County
 - Individual Marketing Efforts
- Special Events / new Initiatives – Hamilton
 - Individual Marketing Efforts
- Special Events / new Initiatives – Suwannee
 - Individual Marketing Efforts
- Next Meeting
- Adjournment

Minutes of the Florida's Suwannee River Valley Marketing Group meeting held on Wednesday, March 4th, 2015, 9:00 a.m., White Springs Library, White Springs, FL.

Call to Order:

Vice-Chair Teena Peavey called the meeting to order at 9:05 a.m.

Welcome, roll call, and introductions:

Members present were, Paula Vann, Rod Butler, Teena Peavey, & Dennis Price. Members absent were Khrys Kantarze & Greg Scott. **A quorum was present.** Partners present were Noah Walker, Amy Conyers, Elaine McGrath, Clif Maxwell, Cody A. Gray, Brenna Dacks, Theresa Westberry, Susan Lance, Meban Cory-Ogden, Paulette Lord, Helen B. Miller & Tod Pauley.

Approval of Minutes:

A motion was made by Paula Vann, second by Rod Butler to approve the meeting minutes as presented. **The motion was approved.**

Update on DEO Grant:

Columbia County Tourist Development Director Paula Vann gave an overview of the DEO grant application. Paula outlined the new procedure with the grant and how much money can be applied for. With the increase in the amount applied for each county would have to contribute more money. The FSRV board will meet to discuss the grant and how much we would like to apply for as well as the increase in dues. The matching money from each county can come from any agency as well as "In-Kind". A discussion continued on how we could use the money if received and the possibility of hiring a staff person to oversee functions of FSRV.

Suwannee River Valley Vacation Guide:

Paula informed the group that so far we have sent out 300 vacation guides from reader response ads. The Florida State Park Service mentioned that are placing vacation guides in each cabin for guests to have upon check in.

Suwannee River Valley Social Media Update:

Cody Gray of the Columbia County TDC reported on the FSRV Facebook page. Copies of popular posts on the page as well as current stats for the page were distributed. He talked about the engagement and popularity of posts.

Marketing Committee Update:

Teena Peavey reported on recent trade shows she attended. Spoke about the need for different brochures and the success of each show.

Financial Committee Update:

Paula Vann reported that she will be emailing out the recent financial report and will discuss further at the next meeting.

County Updates:

Information was shared on upcoming events, as well as updates on recently held events, around the tri-county region by Paula Vann (CCTDC), Teena Peavy (SOTSMP), Meban Cory-Ogden (O'Leno), Amy Conyers (SRWT), Dennis Price (HCTDC), Susan Lance (Camp Weed), Elaine McGrath (SFFCCSP) Helen Miller (White Springs) and Brenna Dacks (Visit Florida).

Adjournment:

There being no additional business to be brought before the board at this time, the meeting was adjourned at 10:45 a.m. The next meeting will be held March, 25th in Suwannee County at the Spirit of the Suwannee Music Park.