



Columbia County
Southside Sports Complex Coaches Building
1963 SW Bascom Norris Dr
Lake City, FL 32025

Wednesday, September 28, 2016, 9:00 a.m. – 11:00 a.m.

Agenda

- Call to Order
- Roll Call
- Welcome and Introductions
- Approval of Minutes
- Calendar of Events
- 2017 Vacation Guide Bid
- 2017 DEO Grant
- DEO Grant (Current)
 - Project Updates

DEO Grant Organizational Budget 2015-2016

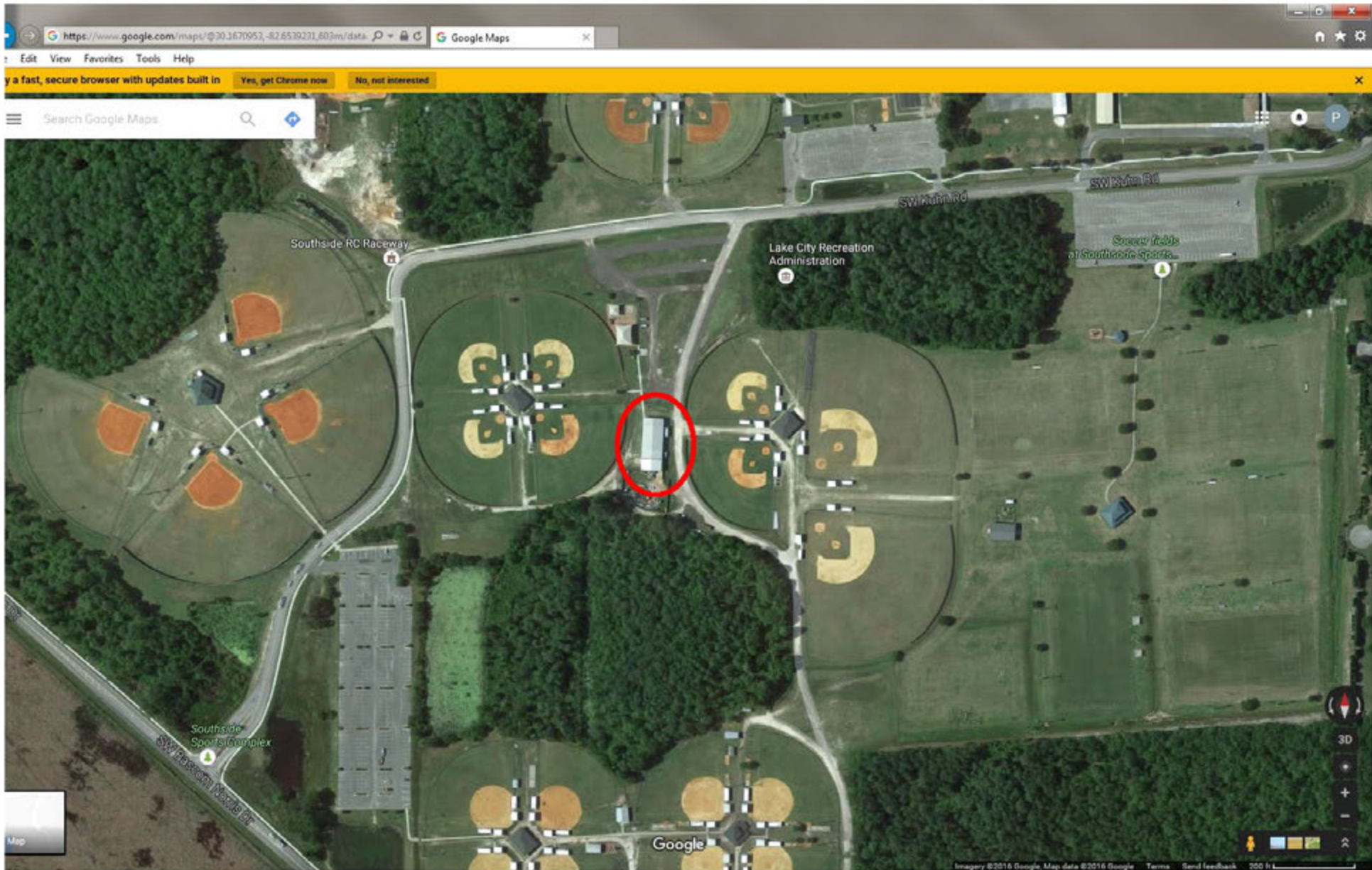
Florida's Suwannee River Valley Marketing Group

Proposed Investment			
	Columbia County		\$ 36,000.00
	Hamilton County		\$ 5,500.00
	Suwannee County		\$ 8,500.00
	Total Tri-County Investment		\$ 50,000.00
	DEO Matching Grant		\$ 50,000.00
	Total Marketing Dollars		\$ 100,000.00

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DEO Grant Marketing Budget			
	Things to Do in Florida's Suwannee River Valley Brochure - 10,000 Copies	Teena Peavey	\$ 1,500.00
	Hospitality Staff Training	Columbia County TDC	\$ 2,500.00
	Phone App	FSRV Marketing Committee	\$ 10,000.00
	Social Media Campaign (Instagram, YouTube, Facebook, Twitter)	Teena Peavey	\$ 4,000.00
	Boat Ramps, Fishing, Q & A Brochure - 10,000 Copies	Amy Conyers & Jennifer Miller	\$ 2,000.00
	Billboards on I-75 and I-10	Rod Butler	\$ 6,000.00
	Speakers for FSRV Meetings to Enhance Tourism Education	Columbia, Hamilton & Suwannee County TDCs	\$ 2,500.00
	Campaign Pop-ups for Hotels and Campgrounds (\$350 ea.)	Carol Walker	\$ 2,800.00
	Lead Generation Campaign	Brittney Archer	\$ 8,000.00
	Strategic Plan	Paula Vann	\$ 10,700.00
	DEO Grant Marketing Budget Total		\$ 50,000.00
Total Marketing Budget			\$ 100,000.00

- Committee Updates
 - Marketing
 - Financial
- Special Events / New Initiatives – Columbia County
- Special Events / New Initiatives – Hamilton
- Special Events / New Initiatives – Suwannee
- Next Meeting – Suwannee County October 11, 2016
- Adjournment



Minutes of the Florida's Suwannee River Valley Marketing Group meeting held on Wednesday, August 24, 2016, 9:00 a.m., at the Hamilton County Tourist Development Council, 1153 US HWY 41 NW, Jasper, FL 32052.

Call to Order:

Greg Scott called the meeting to order at 9:06 a.m.

Welcome, Roll Call and Introductions:

Members present were: Greg Scott (SC), Teena Peavey (SOSMP), Paula Vann (CCTDC), Cody A. Gray (CCTDC), Rod Butler (Holiday Inn LC) and Jennifer Hand (HC). There were no members absent. **A quorum was present.** Partners present were Andrea Thomas (SFFCCSP), Amy Conyers (LBSSP), Jennifer Miller (SRWT), Elaine McGrath (SFFCCSP), Brenna Dacks (VF), Merrilee Jipson (Rum 138), Jimmy Johnson (Bienville), Megan Carter (HC), Serena Hastings (HC), Susan Ramsey (HC), Rhett Bullard (HC), Brittney Archer (SOSMP), Norma Tillman (HC), Willameese Tillman Adams (HC), Crissy Cribbs (FFSB HC), Helen Miller (Town of White Springs), Pam Cochran (HC), Mary McKenzie (FQT), Walter McKenzie (Town of White Springs), Stacey Tidwell (HC), Carol Walker (SOSMP), Sarah Benton (SOSMP) and Paulette Lord .

Approval of Minutes:

Teena Peavey asked some questions about a few charges to the FSRV Expense Account and Paula Vann answered her questions.

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

Calendar of Events:

Cody Gray asked everyone to check to make sure they are receiving the calendar of events that is being sent out by email every month. He said if anyone is not receiving it or if an event is not listed on the calendar please let us know so that the email and/or the event can be added.

2017 Vacation Guide Bid:

Paula Vann introduced two options for the vacation guide bid. She said option one is the way we have traditionally always done the vacation guide bid. Paula said option two consists of doing the vacation guide by signing a three year contract with the company that wins the bid. She explained that in the past we have only had to send it out to local vendors, but by doing the three year contract we would have to put the bid out there to the public for everyone and their brother in the world to bid on, because it makes it above that threshold. Paula said it depends on how the board would like to proceed. Teena Peavey said every year we have to take a letter around to request funding (for FSRV) from the different counties and I'm not sure what the future holds for any county, but if we locked ourselves into a contract by signing the three year term and one of the counties decided to pull out what would be the issue with doing that? Teena said that's one of the concerns she has and she doesn't foresee that happening but you never know. Greg Scott explained that Suwannee County is going through some growth pains and we are trying to figure some things out and the one year plan would be a better option to make a decision one year at a time. He said once things get smoothed out and we all get headed in the same direction then maybe we can re-visit a three year option.

A motion was made, by Paula Vann, second by Cody Gray, to accept the option one bid for the vacation guide. **The motion was approved.**

DEO Grant 2017:

Paula Vann mentioned that she has emailed the letters for the 2017 DEO Grant. She said Columbia County has already approved the funding for FSRV's DEO Grant 2017. Greg Scott told Paula that Suwannee County has it in their proposed budget and they still have to approve that budget before the end of the year. Paula asked if Hamilton County has their letter. Jennifer Hand answered that the TDC for Hamilton County will propose the letter at their September meeting for Hamilton County. Paula explained to the group that in order to get the DEO funding for the next year (2017) everything has to be submitted by October or November at the latest. She talked about the DEO list for the next year. Paula went through the different items that are on the 2017 DEO list from previous discussions at other meetings. The group had a discussion on other projects they would like to add to the 2017 DEO list and will bring back before the board at the next meeting. Paula mentioned that after speaking with DEO, the \$50,000 portion that FSRV puts in could be used for things we do such as trade shows, promotional items, the website, the app and then the DEO grant portion could be used for hospitality staff training, our advertising and promotional.

Current DEO Grant:

Greg Scott went through each DEO project and the group discussed all the updates for each one.

Marketing Initiatives

FSRV Marketing Budget (without grant funds)

Springs Brochure 10,000 Copies	Amy Conyers	\$800.00
Promotional Items	Columbia County TDC	
Bags		
Pens		\$7,000.00
Keychains		
Vacation Guide	Columbia County TDC / FSRV Marketing Committee	\$2,000.00
Postage	Columbia County TDC	\$2,000.00
Website	Gregg Scott & Teena Peavey	\$7,500.00
Suwannee County Restaurants and Hotels Brochure - 10,000 Copies	Teena Peavey/Jimmy Norris	\$2,000.00
Hamilton County Restaurants and Hotels Brochure - 10,000 Copies	Jennifer Hand	\$2,000.00
Association Fees	Columbia County TDC	
Pennsylvania RV and Camping Association		\$275.00
Florida Festival and Events Association		\$450.00
Visit Florida		\$450.00
Florida RVT Association		\$150.00
International Festival and Events Association		\$465.00
American Bus Association		\$500.00
Web Advertisements	Jennifer Hand	\$12,620.00
Trade Shows		
FL RV Super Show Tampa (January 12-17, 2016)	Teena Peavey	\$750.00
Atlanta Camping and RV Show (January 29-31, 2016)	Michelle Moore & Brittney Archer	\$925.00
I-95 & I-75 Fall and Winter Fest (October 30, 2015 & TBD)	Columbia County TDC	\$120.00
Tampa Tribune Boat Show (March 2016)	Cody Gray	\$595.00
Tri-Base Military Shows		
Panhandle \$600 (February 22-26, 2016)	Teena Peavey & Carol Walker	\$1,950.00
Jacksonville \$600 (March 2016)	Teena Peavey & Carol Walker	
Georgia \$750 (March 2016)	Elaine McGrath	
America's Largest RV Show (Hershey, PA) (September 2016)	Teena Peavey	\$800.00
Sunbelt Ag Expo (October 2016)	Paula Vann	\$680.00
Villages Travel Show and Outdoor Expo (May 2016)	Teena Peavey	\$1,470.00
Accommodations		\$2,000.00

Maintenance/Gas for Usage of Van	\$2,500.00
FSRV Marketing Budget Total	\$50,000.00

DEO Grant Marketing Budget

Things to Do in Florida's Suwannee River Valley Brochure - 10,000 Copies	Teena Peavey	\$1,500.00
Hospitality Staff Training	Columbia County TDC	\$2,500.00
Phone App	FSRV Marketing Committee	\$10,000.00
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Lead Generation Campaign	Brittney Archer	\$8,000.00
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DEO Grant Marketing Budget Total		\$50,000.00

Total Marketing Budget	100,000.00
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Marketing Report

Teena Peavey went over the marketing with the group.

Financial Report:

Paula Vann went over the financial report with the group.

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), Jennifer Hand (HC), Andrea Thomas (SFSP), Elaine McGrath (SFFCCSP), Jimmy Johnson (Bienville), Greg Scott (SC) and Teena Peavey (SOSMP).

Adjournment:

There being no additional business to be brought before the board at this time, the meeting was adjourned at 11:06am. The next meeting will be held at 9:00am September 28th in Columbia County.

Expense Account Transactions

Printed: 09-26-2016

Showing all transactions recorded between: 10/1/2015 and 9/30/2016

<u>PO</u> <u>NMB.</u>	<u>ACCT</u> <u>PER.</u>	<u>VENDOR/DESC</u>	<u>DATE</u>	<u>CD</u>	<u>ENC.</u>	<u>TRANS</u> <u>AMOUNT</u>	<u>ACCRUING</u> <u>BALANCE</u>
TOURIST DEV/ OPERATING							
107-5250-552.30-42 TOURIST DEVELOPMENT / POSTAGE							
	BEGINNING BALANCE		10/8/2015	BB	0.00		18,000.00
024182	PO ENTRY	PITNEY BOWES, INC. -RESERVE ACCOUNT	10/14/2015	EN	3,000.00	0.00	15,000.00
024182	POSTAGE	COMMUNICATIONS/MEDIA SERV					
		PITNEY BOWES, INC. -RESERVE ACCOUNT	10/20/2015	AP	3,000.00	-3,000.00	15,000.00
F71714	TDC OVERNIGHT LETTERS	FEDEX	11/24/2015	AP	172.10	-172.10	15,000.00
F71714		FEDEX	11/24/2015	EN	172.10	0.00	14,827.90
F74936	FLORIDA WELCOME CENTER	TDC OVERNIGHT LETTERS					
		FEDEX	4/26/2016	AP	153.47	-153.47	14,827.90
F74936		FEDEX	4/26/2016	EN	153.47	0.00	14,674.43
		FLORIDA WELCOME CENTER					
107-5250-552.30-47 TOURIST DEVELOPMENT / PRINTING							
	BEGINNING BALANCE		9/14/2015	BB	0.00		20,000.00
F72637	5 BOOKS PRINTED FOR DEO G	HUNTER PRINTING	1/19/2016	AP	70.00	-70.00	20,000.00
F72637		HUNTER PRINTING	1/19/2016	EN	70.00	0.00	19,930.00
F75674	SUW.CNTY BROCHURES FOR FS	5 BOOKS PRINTED FOR DEO G					
		U S PRESS LLC	6/7/2016	AP	1,050.00	-1,050.00	19,930.00
F75674		U S PRESS LLC	6/7/2016	EN	1,050.00	0.00	18,880.00
F75893		SUW.CNTY BROCHURES FOR FS					
		U S PRESS LLC	6/16/2016	EN	1,135.00	0.00	17,745.00
F75893		10,000 COPIES SPRINGS BRO					
		U S PRESS LLC	6/16/2016	EN	-1,135.00	0.00	18,880.00
F75893		10,000 COPIES SPRINGS BRO					
		LAKE CITY ADVERTISER	6/16/2016	EN	1,250.00	0.00	17,630.00
F76515	AWARDS	10,000 COPIES SPRINGS BRO					
		BANK OF AMERICA	7/12/2016	AP	142.57	-142.57	17,630.00
F76515		BANK OF AMERICA	7/12/2016	EN	142.57	0.00	17,487.43
F76515		AWARDS					
		BANK OF AMERICA	7/12/2016	EN	-142.57	0.00	17,630.00
F76515		AWARDS					
		BANK OF AMERICA	7/12/2016	EN	142.57	0.00	17,487.43
F76515		AWARDS					
		BANK OF AMERICA	7/12/2016	EN	-142.57	0.00	17,630.00
F76515		AWARDS					
		BANK OF AMERICA	7/12/2016	EN	142.57	0.00	17,487.43
		AWARDS					
107-5250-552.30-48 TOURIST DEVELOPMENT / ADVERTISING							
	BEGINNING BALANCE		9/14/2015	BB	0.00		53,154.00
F71498	REGISTRATION FEE	BANK OF AMERICA	11/4/2015	AP	120.00	-120.00	53,154.00
F71498		BANK OF AMERICA	11/4/2015	EN	-60.00	0.00	53,214.00
F71498		REGISTRATION FEE TDC					
		BANK OF AMERICA	11/4/2015	EN	120.00	0.00	53,094.00
F71498		REGISTRATION FEE TDC					
		BANK OF AMERICA	11/19/2015	EN	60.00	0.00	53,034.00
F72057	FOWA 2016 MEMBERSHIP DUES	REGISTRATION FEE TDC					
		FLORIDA OUTDOOR WRITERS ASSOC	12/16/2015	AP	175.00	-175.00	53,034.00
F72058	NAS WHITING FIELD MWR TRA	MORALE WELFARE AND RECREATION FUND	12/16/2015	AP	125.00	-125.00	53,034.00
F72057		FLORIDA OUTDOOR WRITERS ASSOC	12/16/2015	EN	175.00	0.00	52,859.00
F72058		FOWA 2016 MEMBERSHIP DUES					
		MORALE WELFARE AND RECREATION FUND	12/16/2015	EN	125.00	0.00	52,734.00
		NAS WHITING FIELD MWR TRA					
F72169	TRAVEL EXTRAVAGANZA AT	DIRECTORATE OF MORALE WELFARE	12/22/2015	AP	125.00	-125.00	52,734.00

F72218	MWR TRAVEL EXTRAVAGANZA I	NAS PENSACOLA ITT	12/22/2015	AP	125.00	-125.00	52,734.00
F72219	MWR TRAVEL EXTRAVAGANZA I	NAVEL SUPPORT ACTIVITY	12/22/2015	AP	125.00	-125.00	52,734.00
F72169		DIRECTORATE OF MORALE WELFARE TRAVEL EXTRAVAGANZA AT FO	12/22/2015	EN	125.00	0.00	52,609.00
F72218		NAS PENSACOLA ITT MWR TRAVEL EXTRAVAGANZA I	12/22/2015	EN	125.00	0.00	52,484.00
F72219		NAVEL SUPPORT ACTIVITY MWR TRAVEL EXTRAVAGANZA I	12/22/2015	EN	125.00	0.00	52,359.00
024261	PO ENTRY	LAKE CITY REPORTER, INC. COMMUNICATIONS/MEDIA SERV	1/8/2016	EN	11,922.00	0.00	40,437.00
F73025	PENNSYLVANIA RV & CAMPING	PENNSYLVANIA RECREATION VEHICLE	2/5/2016	AP	225.00	-225.00	40,437.00
F73025		PENNSYLVANIA RECREATION VEHICLE PENNSYLVANIA RV & CAMPING	2/5/2016	EN	225.00	0.00	40,212.00
024261	2016 SUWANNEE RIV. GUIDE	LAKE CITY REPORTER, INC.	2/23/2016	AP	11,922.00	-11,922.00	40,212.00
F74829	FSRV RENEW DESTINATION MR	VISIT FLORIDA	4/27/2016	AP	395.00	-395.00	40,212.00
F74829		VISIT FLORIDA FSRV RENEW DESTINATION MR	4/27/2016	EN	395.00	0.00	39,817.00
F75012	WEBS.COM DOMAIN NAME	BANK OF AMERICA	5/6/2016	AP	49.95	-49.95	39,817.00
F75012		BANK OF AMERICA WEBS.COM DOMAIN NAME	5/6/2016	EN	49.95	0.00	39,767.05
024358	PO ENTRY	ANDERSON OUTDOOR MAGMT., INC. COMMUNICATIONS/MEDIA SERV	5/13/2016	EN	4,800.00	0.00	34,967.05
024358	JULY2016 BILL. AD	ANDERSON OUTDOOR MAGMT., INC. LAKE CITY REPORTER, INC.	7/1/2016	AP	400.00	-400.00	34,967.05
024358	JUNE 2016 BILLBOARD RENTA	ANDERSON OUTDOOR MAGMT., INC.	7/15/2016	AP	0.00	-3,957.00	31,010.05
024358	BILLBOARD RENTAL RECLASS ACCOUNT	ANDERSON OUTDOOR MAGMT., INC.	7/18/2016	AP	400.00	-400.00	31,010.05
024358	RENTAL BILLBOARD	ANDERSON OUTDOOR MAGMT., INC.	8/1/2016	AP	400.00	-400.00	31,010.05
024358			8/1/2016	AJ	0.00	3,957.00	34,967.05
024358			9/1/2016	AP	400.00	-400.00	34,967.05
107-5250-552.31-48 TOURIST DEVELOPMENT / EVENT PROMOTION							
	BEGINNING BALANCE		9/14/2015	BB	0.00		31,000.00
F71926	2016 CAMPING & RV SHOW IN	ATLANTA CAMPING & RV SHOW	12/10/2015	AP	725.00	-725.00	31,000.00
F71927	2016 FL RV SUPERSHOW IN T	FLORIDA RV TRADE ASSOCIATION	12/10/2015	AP	600.00	-600.00	31,000.00
F71928	2016 OUTDOORS EXPO & BOAT	MEDIA GENERAL OPERATIONS	12/10/2015	AP	696.57	-696.57	31,000.00
F71929	2016 TRAVEL EXPO AT THE V	STETLER MEDIA & EXPO	12/10/2015	AP	500.00	-500.00	31,000.00
F71926		ATLANTA CAMPING & RV SHOW 2016 CAMPING & RV SHOW IN	12/10/2015	EN	725.00	0.00	30,275.00
F71927		FLORIDA RV TRADE ASSOCIATION 2016 FL RV SUPERSHOW IN T	12/10/2015	EN	600.00	0.00	29,675.00
F71928		MEDIA GENERAL OPERATIONS 2016 OUTDOORS EXPO & BOAT	12/10/2015	EN	696.57	0.00	28,978.43
F71929		STETLER MEDIA & EXPO 2016 TRAVEL EXPO AT THE V	12/10/2015	EN	500.00	0.00	28,478.43
F72290	REGISTRATION FOR TRI-BASE	MWR ITT	1/4/2016	AP	600.00	-600.00	28,478.43
F72290		MWR ITT REGISTRATION FOR TRI-BASE	1/4/2016	EN	600.00	0.00	27,878.43
F72415	VISIT FL MARKETING PARTNE	VISIT FLORIDA	1/7/2016	AP	60.00	-60.00	27,878.43
F72415		VISIT FLORIDA VISIT FL MARKETING PARTNE	1/7/2016	EN	60.00	0.00	27,818.43
F72530	INK PENS & TOTE BAGS WITH	MOTIVATORS, INC.	1/12/2016	AP	1,901.00	-1,901.00	27,818.43
F72530		MOTIVATORS, INC. INK PENS & TOTE BAGS WITH	1/12/2016	EN	1,901.00	0.00	25,917.43
F74027	REGISTRATION FOR THE SUNB	SUNBELT AGRICULTURAL EXPOSITION INC	3/21/2016	AP	680.00	-680.00	25,917.43
F74027		SUNBELT AGRICULTURAL EXPOSITION INC REGISTRATION FOR THE SUNB	3/21/2016	EN	680.00	0.00	25,237.43

F74060	PROMOTIOAL GIFTS TDC	BANK OF AMERICA	3/23/2016	AP	1,129.78	-1,129.78	25,237.43
F74060		BANK OF AMERICA	3/23/2016	EN	1,129.78	0.00	24,107.65
F74060		PROMOTIOAL GIFTS TDC					
F74060		BANK OF AMERICA	3/23/2016	EN	-1,129.78	0.00	25,237.43
F74060		PROMOTIOAL GIFTS TDC					
F74060		BANK OF AMERICA	3/23/2016	EN	1,129.78	0.00	24,107.65
F74060		PROMOTIOAL GIFTS TDC					
F76515		BANK OF AMERICA	7/12/2016	EN	250.00	0.00	23,857.65
F76515		TRADE SHOW BOOTH					
F76515		BANK OF AMERICA	7/12/2016	EN	-250.00	0.00	24,107.65
F76515		TRADE SHOW BOOTH					
F76515		BANK OF AMERICA	7/12/2016	EN	250.00	0.00	23,857.65
F76515		TRADE SHOW BOOTH					
F76515		BANK OF AMERICA	7/12/2016	EN	-250.00	0.00	24,107.65
F76515		TRADE SHOW BOOTH					
F77044	REGISTRATION	BANK OF AMERICA	8/3/2016	AP	469.60	-469.60	24,107.65
F77044		BANK OF AMERICA	8/3/2016	EN	469.60	0.00	23,638.05
F77044		REGISTRATION					
F77044		BANK OF AMERICA	8/3/2016	EN	-469.60	0.00	24,107.65
F77044		REGISTRATION					
F77044		BANK OF AMERICA	8/3/2016	EN	469.60	0.00	23,638.05
F77044		REGISTRATION					
F77436	FL RV TRADE ASOC.MEMBERSH	FLORIDA RV TRADE ASSOCIATION	8/18/2016	AP	150.00	-150.00	23,638.05
F77436		FLORIDA RV TRADE ASSOCIATION	8/18/2016	EN	150.00	0.00	23,488.05
F77436		FL RV TRADE ASOC.MEMBERSH					
F77767	ADVERTISEMENT	BANK OF AMERICA	8/31/2016	AP	333.79	-333.79	23,488.05
F77767		BANK OF AMERICA	8/31/2016	EN	333.79	0.00	23,154.26
F77767		ADVERTISEMENT					
F77759		BIENVILLE PLANTATION	8/31/2016	EN	565.20	0.00	22,589.06
F77759		LUNCH FOR HAMILTON COUNTY					
F77759	LUNCH FOR HAMILTON COUNTY	BIENVILLE PLANTATION	9/6/2016	AP	565.20	-565.20	22,589.06