

February 21, 2018 Regional Tourism Meeting Summary

The Regional Tourism Committee of the Regional Community Institute held its first meeting on February 21, 2018 at 3:00pm at NEFRC offices at 100 Festival Park Avenue in Jacksonville. Chair Thad Crowe welcomed the attendees and explained that the purpose of the meeting was to gather ideas about the goals of the committee and where a regional approach could add value. In addition to the members who signed in, Brian Teeple and Margo Moehring attended from NEFRC/RCI. It was agreed that the goals that came from the meeting (listed below) would be used to draft a proposed work plan for consideration at the next meeting, March 14, at a venue to be determined in Clay County. The meeting ended at 4:20pm.

GOALS

- Define what we have in common
- Elements that are unique
- Themes available to region
 - Example: FL First Coast Golf
- Look at challenges and how to address
- Marketing Organization?
- Increase Small Business?
- Check GA model
- Challenge – Bed Tax Allocation
- Sweet Tea Alliance – Port cities
- Marketing to whom? Existing interest groups
- Brand Name – Vision
- Eco-Tourism?
- Identify Attractions in each county
- Drive time maps
- Address edges of Region
- Famous Architect Buildings
- Antiques / Bargains – examples of marketing
- Festivals
- Electronic Marketing
- Staff Management
- Who owns it?
- Funding
- Role of Visit Florida
- Agritourism
- Visitor Profile Research
- Categories of Business Partners