

## July 19, 2018 Regional Tourism Meeting Summary

The Regional Tourism Committee of the Regional Community Institute held its 6th meeting on July 19, 2018 at 3:00pm at St. Johns Volunteer Center/Chamber of Commerce, 1 News Place, St. Augustine, in St. Johns County. The group discussed the assets matrix. There had been concern about any regional effort that had the potential to distract from or diminish current branding and marketing efforts. Ultimately, the group agreed that regional efforts appropriate to Northeast Florida should not address branding but rather:

- Gather data on assets in Northeast Florida by category
- Allow counties access to information on regional assets so as to enhance their branding efforts
- Develop marketing materials on regional assets by category
- Monitor technology to determine if/when to develop an “experience planner” application based on regional asset category to be shared with all counties.

The group noted the importance of obtaining input from Flagler County, and hopes that the August 8 meeting can be convened there to facilitate their input. Ideas below were transcribed from the meeting notes. The meeting ended at 4:30 pm.

- Theme
  - Outdoors and activities without much expense
- Asset
  - East Coast Greenway
- Initiative
  - Maine to Miami
  - Suntrail (FDOT) Funding
  - All of our coastal counties
  - Some are sub-standard in width
    - (National standard is 12' hard surface)
  - There are gaps
- Gap
  - We don't have a regional comprehensive inventory of outdoor activity assets
- Tool
  - RC platform
  - RC gathers inventory and provides it to the counties
- Other
  - Visit Florida - marketing and not so much product development.
  - Is this like Original Florida?

- Individual communities have brands – will a regional brand compete?
  - Each county needs to buy in on whatever
  - Healthy Northeast Florida
- Gap
  - Opportunity to create extra county itinerary
    - For a variety of interests
      - E.g. – music
      - C. W. History
- Example
  - Historic A1A with QR codes
  - Deland – QR coded tour of outdoor art
  - Start with map, go electronic
  - Locate with content paragraph (when you scroll over the paragraph pops up)
  - Ask about trails and related uses
- Next Step- First draft of regional action plan