

## **MTDC Meeting Agenda**

9:00 a.m. on August 25, 2016

County Government Center- Multipurpose Room 2

**Welcome and Introductions**, Chair Tom Norman

**Approval of Minutes** from May 26, 2016

### **Old Business**

1. 2016 Mountains of Music Homecoming Festival Review
2. Gotomontva.com website feedback

### **New Business**

1. College Avenue location
2. Tear-off map funding
3. Social Media update: Use @gotomontva for all channels
4. "Go Guide" and t-shirt design feedback
5. Strategic Plan 2017-2019
6. Member updates

**Director's Report** – enclosed

### **Upcoming Activity** (Tourism Participation)

August 5 and 6- Booth at Steppin Out

August 27- *Renew the New* river cleanup

Sept. 6 and 9- Battle at Bristol Welcome Center Blitz

Sept. 17- Booth at Wilderness Trail Festival and Smokin' in the Mountains Eggfest

Home Football Games –CAIO

November 13-15- Booth at VA-1- Hotel Roanoke

### **Upcoming Meetings:**

#### **MTDC:**

November 17, 2016

#### **Hospitality & Tourism Partnership Meeting:**

September 7, 2016- Holiday Inn NRV Mall area

December 7, 2016- Beliveau Winery

#### **Tourism Board Meeting:**

September 16, 2016

October 21, 2016

November 18, 2016

December 16, 2016