

Montgomery Tourism Development Council

Meeting Agenda

Meeting Date: November 27, 2012
Location: Government Center- County Admin. Conference Room
Commencement Time: 10:00 a.m.

1. Meeting Opening- 5 min
 - a. Call to order
 - b. Approval of August 23 and September 27, 2012 minutes
2. Matters for Action- 5 min
 - a. Welcome David Maranto, GM Red Robin, to our group (current pending appointment by jointly, County and Towns)
3. Matters for Discussion- 20 min
 - a. Welcome MCCC appointed Eric Johnson, current MCCC Chair, as representative to the committee replacing Scott Hill
 - b. Welcome Steve Sandy representative from the Planning District Commission attending on a non-voting basis
 - c. VTC Love Works Art Program
 - d. Timeline for implementation of strategic plan
 - i. December 18, 2012
 - ii. January 24, 2013
 - iii. Final Draft ready for review early March
 - iv. Target implementation for fall 2013

*There is much to be done between March and September. Possibly, more research will need to be conducted. Definitely branding consultation, followed by creative design to be used in print and electronic media. Lisa will be working on drafting RFPs for needed additional work. Contracts will need to be in place to mitigate lost time between the finalization of the plan and the final product.
4. Matters for Noting- 5 min
 - a. Lisa will contact Michael Hemphill to inquire of interest to represent Shawsville and Elliston on a non-voting basis.
 - b. Look for monthly newsletter providing a brief on activity between meetings
5. Randy Rose, VTC - overview of state tourism office, Virginia Tourism Corporation, and resources along with overview on upcoming strategic planning process.
6. Meeting Finalization- 5 min
 - a. Actions to be taken, by whom, by when?
 - b. Future meeting schedule
7. Meeting Adjourned