

Montgomery Tourism Development Council Board Meeting Agenda

Meeting Date: September 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, 2012 minutes
 - c. Progress brief by ED

2. Matters for Action- 15 min
 - a. State Travel Guide
 - i. Ad due by October 3
 - ii. Billing history versus going forward
 - b. Committee formation
 - i. Strategic planning process
 - ii. *Short-term marketing (ads for existing commitments, visitor guide, comprehensive attractions map, pull up travel display etc.)

3. Matters for Decision- 10 min
 - a. Designate a primary and an alternate *Crooked Road* board representative for Montgomery County.
 - b. Send Christiansburg brochures to Lambsburg Welcome Center?
 - c. Recommendations for MTDC Christiansburg Restaurant Representative
 - d. MCCC needs to designate MTDC representative due to Scott Hill leaving the area

4. Matters for Discussion- 20 min
 - a. Strategic Plan
 - i. How to approach (In-house, out-source or hybrid?)
 - ii. Scope of plan
 - iii. Timeline
 - iv. *Branding
 - b. Suggested MTDC meeting locations for selection

5. Matters for Noting- 5 min
 - a. Building the budget for FY12-13

6. Meeting Finalization- 5 min
 - a. Actions to be taken, by whom, by when?
 - b. Future meeting schedule

7. Meeting Adjourned