

# Montgomery Tourism Development Council

## Meeting Agenda

**Meeting Date:** April 25, 2013  
**Location:** Attimo Winery 4025 Childress Rd. Christiansburg  
**Commencement Time:** 9:30 a.m.

### 1. Meeting Opening

- a. Call to order
- b. Approval of August 23, 2012; September 27, 2012; November 2012; February 28, 2012, March 28, 2012 minutes

### 2. Presentations

Hosts; Rik and Melissa Obiso on overview of Attimo Winery  
Jim Putbrese, Publisher and Sharon Ford, Editor of newly proposed New River Valley travel publication

### 3. Discussion

- a. VTC Love Works Art Project- Press Conference and WSLs story on 4-24-13
- b. Draft strategic plan- Presentation to County Planning Commission, both Councils and Board of Supervisors
  - i. Anticipated plan adoption in May 17 by Tourism Operating Board
- c. Action Groups to begin work on plan goals
- d. Sponsorships and Grants
  - i. Submitted the DCHD grant application (multijurisdictional)
  - ii. Submitted the Wine Grant Application to the State Wine Marketing Office on 4-15-13
  - iii. VTC MLP out this month, **due by June 18**
  - iv. VA Commission for the Arts/VTC Arts Tourism Marketing Program, **due by June 1**
- e. Regional Initiatives
  - i. 'Round the Mountain sweepstakes, winner announced in July
  - ii. New River Initiative Update- Conference Call 4-24
  - iii. The first-ever Wine Tourism Day in North America is taking place May 11th.  
WineTourismDay.org, has more information and includes a public listing of events. To participate, create a public event that promotes visitation of wine areas and its economic impact. Once you have finalized your event, you can add it to their website as well as Virginiawine.org. Questions? Erika Helstrom with Zephyr Adventures at 888-758-8687 or Erika@ZephyrAdventures.com.
- f. Agri-Business
  - i. BonAppetit Appalachia! Local Food Farms and Flavors Nomination: Craft Distilleries, Farm Tours, Farm to Fork Restaurants, Farmers Markets, Vineyards and Wineries, Craft Breweries, Festivals and Events. MAY 15 DEADLINE
- g. News From Blacksburg
  - i. Hokie Half Marathon- Run about Sports, James Demarco September 15, 2013 (BrewDo)

- ii. Fork and Cork this weekend- Saturday 12 Noon- 6pm
- h. News From Christiansburg
  - i. Meeting with DCI
- i. News From County
  - i. (This involves towns as well) Plans for Full Marathon, sponsored by Shelor and benefits The Military Family Support Center- <http://milfamily.org>
  - ii. Will be meeting with Margaret Smith to discuss Riner Heritage Day

#### **4. Matters for Noting**

#### **5. Meeting Finalization**

- a. Next Meeting will be on May 22 at Odd Fellows Hall Blacksburg at 9:00 am
- b. Meeting Adjourned