

# Montgomery Tourism Development Council

## Meeting Agenda

**Meeting Date:** February 28, 2013  
**Location:** Christiansburg Aquatic Center - Check in at the reception desk  
**Commencement Time:** 10:00 a.m.

- 1. Meeting Opening**
  - a. Call to order
  - b. Approval of August 23, 2012; September 27, 2012; November 2012 minutes
- 2. Matters for Action**
  - a. Discuss and vote on desired future meeting time
- 3. Matters for Discussion**
  - a. Vacant MTDC positions (see current list)
  - b. VTC Love Works Art Project- status
  - c. Timeline for implementation of strategic plan- On track. (See session raw notes).
    - i. December 18, 2012
    - ii. January 24, 2013
    - iii. Final Draft ready for review early March 19.
    - iv. Target implementation for fall 2013
  - d. March 19- Strategic Plan Review Meeting Format
    - i. Plan Review
    - ii. Next Steps (committee formation)
  - e. Sponsorships and Grants
  - f. Regional Initiatives
    - i. SWVACH (Marketing Heartwood and SWVA, RTM Promotional Campaign)
    - ii. New River Initiative
    - iii. Explore NRV
  - g. Group Business
    - i. Virginia Miners Institute Safety Event in August
    - ii. USSSA World Series in July
  - h. Agri-Business
    - i. American Viticultural Area (AVA)
    - ii. Grant Work Update
- 4. Matters for Noting**
  - a. Recent awards
  - b. Recent promotional materials
- 5. Other**
- 6. Meeting Finalization**
  - a. Next Meeting will be at The Buffalo and More Restaurant at 10 am
  - b. Meeting Adjourned