

# Montgomery Tourism Development Council

## Meeting Agenda

**Meeting Date:** March 28, 2013  
**Location:** Buffalo and More Restaurant- 4041 Riner Road  
**Commencement Time:** 10:00 a.m.

- 1. Meeting Opening**
  - a. Call to order
  - b. Approval of August 23, 2012; September 27, 2012; November 2012; February 28, 2012 minutes
- 2. Introduction of Guest-** Linda Devito, Development Director for FloydFest
- 3. Matters for Discussion**
  - a. Vacant MTDC positions (see current list)
  - b. VTC Love Works Art Project- status
  - c. Draft strategic plan- Thoughts?
  - d. Next Steps- committee formation
    - i. Marketing Group- Melissa Richards
    - ii. Outreach Group- Henry Showalter
    - iii. Infrastructure Group-TBD
    - iv. Policy Group- Becky Wilburn  
What next?
  - e. Visitors Center and potential location(s) - How to make it work?
  - f. Sponsorships and Grants
    - i. Have Submitted the AFID grant application (multijurisdictional)
    - ii. Will be submitting the DCHD grant application (multijurisdictional)
  - g. Regional Initiatives
    - i. State Fair- Farm Bureau has bought. Location still in Richmond. President of Montgomery County Farm Bureau and I discussed possibility of SWVA exhibition to raise awareness of region and to drive visitation.
  - h. Agri-Business
    - i. American Viticultural Area (AVA) Resolution of Support passed by BoS.  
What next? Why does it matter?
- 4. Matters for Noting**
  - a. Lobby desk has been set-up in the County Government Center and is ready for more tourism-related literature to display.
- 5. Other**
- 6. Meeting Finalization**
  - a. Next Meeting will be at Attimo Winery at 9:30 am
  - b. Meeting Adjourned