

Montgomery Tourism Development Council

Meeting Agenda

Meeting Date/Time: 9 a.m. on September 23, 2013
Location: Montgomery County Government Center- Multipurpose #2
 755 Roanoke Street, Christiansburg

1. Meeting Opening

- a. Call to order
- b. Approval of May 23, 2013 and July 18 minutes

2. Update on Partnership Projects

- a. Cultural Arts Tourism grant- We received it! Planning begins this Friday for the March event.
- b. Newly minted TCR affiliate venue, The Market Square Jam
- c. Agritourism grants update –Work groups up and running. Deadline for plan submission in June 2014.

3. Upcoming Events

Family Fun Weekend	Virginia Tech	27-29 Sept
Food Truck Rodeo	Downtown Christiansburg	27-Sep
16 Squares Walking Tour		27-Sep
Apple Tasting Event	Blacksburg Farmers Market	28-Sep
Swingin to the '40's	Historic Smithfield Plantation	29-Sep
Oktoberfest-	Sinkland Farms	4-5 Oct
First Friday Art Walk	Blacksburg VA	4-Oct
VT home game (UNC)		5-Oct
Downtown Tailgate	Blacksburg VA	11-Oct
Fall Harvest Celebration	Meadowbrook Public Library	5-Oct
Mingle at the Market	Blacksburg Farmers Market	9-Oct
Party on the Promenade	Blacksburg VA	11-Oct
VT home game (Pitt)		12-Oct
Vintage and Antique	Blacksburg Farmers Market	13-Oct
Hokie Bugfest	Inn at Virginia Tech	19-Oct
VT home game (Maryland)		16-Oct
Salute Vantaggio	Attimo Winery	28-Sep
Squash Bash	Blacksburg Farmers Market	26-Oct
Monster Splash	Christiansburg Aquatic Center	27-Oct
October Souper Sundays	Beliveau Estates	Oct. Suns
21st Sinkland Farms Pumpkin Festival		October Weekends

4. Publicity ideas

- a. Events that support our target, such as running, cycling etc.
- b. Walking events such as *VolksMarsch*
- c. Music Festivals (packaging)
- d. Mural Program
- e. College Avenue Promenade project completion, event, WiFi

5. Long Range Amenities

- a. Camping
- b. Signage
- c. Outfitters

6. Ways to Participate

- a. VTC Old School Reel
- b. Packaging
- c. Co-op advertising

7. News to Note

- a. Chattanooga Trip- Reservation Cut-off August 1
- b. Presentation to VA Blue Ridge Hospitality Association on 8-15-13
- c. FloydFest is Sold Out! Dates July 25-28, 2013
- d. Floyd County has new Tourism Director

8. Meeting Finalization

- a. Next Meeting *Proposed* Date: 9 a.m. on August 15 (Chattanooga trip is on regularly scheduled date)
 - i. **Date and Location to be updated via emailed appointment.**
- b. Meeting Adjourned