

Montgomery Regional Tourism Development Council

Meeting Minutes

March 23, 2015

I. Call to order

Tom Norman called the first regular meeting of 2015 to order at 8 a.m. in the Montgomery County Government Center, County Administration Conference Room. Last meeting was November 3, 2014

Present

Tom Norman (v)	Vice Chair-Blacksburg Hotel Representative
Matt Gabriele (v)	Board of Supervisors Representative
John Tutle (v)	Montgomery County Chamber of Commerce Representative
Barry Helms	Christiansburg Town Manager
Marc Verniel	Blacksburg Town Manager
Steve Huppert (v)	Christiansburg Town Council Representative
Krishna Chachra (v)	Chair-Blacksburg town Council Representative
B.J. Norris	Virginia Tech Representative
Craig Meadows	Montgomery County Administrator
Connie Hale (v)	County Restaurant Representative
Heather Browning	Town of Blacksburg Community Relations Manager
Diane Akers	Blacksburg Partnership
Bryan Katz	Montgomery County Planning Commission
Ruth Richey	Montgomery County Public Information Officer
Lisa Bleakley	Executive Director, Tourism
Kristina Ruiz	Tourism Assistant- VT Intern

Absent

Joyce Beliveau (v)	Blacksburg Agritourism Representative
Marie March (v)	Christiansburg Restaurant Representative
Trish Cook (v)	Christiansburg Hotel Representative
Becky Wilburn	Town of Christiansburg Public Information Officer

Guests:

BCF Agency- Nilesh Patel, Account Rep.; Greg Ward, Partner and Account Group Director; and Keith Ireland, Partner and Creative Director

II. **Welcome to new representatives:** John Tutle and B.J. Norris

III. **Presentation**

- Lisa introduced BCF team who presented a primer on branding, our brand research process and findings and finally revealing the tourism logo. Feedback included:
 - Craig envisions the focus placed on the sentiment of the phrase "Go to Town!" Go for it! To do something with great gusto and energy.
 - Marc believes the tag line positions us well between Roanoke and Southwest VA with the nod to the word town. We're not a city with all the reasons people want to get out of the city for a respite, yet the traveler needs not leave creature comforts behind. This tag line allows us to be unique while working with our neighbors.
 - Nilesh interjected that the later baby boomers, Gen X and millennials seek sophisticated options and reminds us that the logo is just one piece of the puzzle. The logo represents the overall brand and the overall brand is communicated through the proper image and words (sentiment, call to action)
 - Krishna likes the tagline and likes the color. However, the graphical representation was confusing. With the integrated "!" in Blacksburg, it appears as ! 3 LACKSBURG . Also, when the orange colored Virginia is placed against a dark background, it is reminiscent of UVA. Similar font. Tom agreed.
 - Keith reminded us that the logo is a small piece of the overall advertising.
 - Steve suggested that the idea of "4 seasons in 1" is appealing especially, for relocation purposes.
 - BCF will use the feedback to revise the logo for board approval.

- Once logo is approved, work on the style guide, website, image curation, video production and visitor guide may progress.
- Lisa will share the final approved logo with both full Town Councils and the Board of Supervisors.

Adjournment at 9:15 a.m.

Minutes submitted by: Lisa Bleakley

Minutes approved by: