

## Montgomery County Tourism Development Council

Minutes for March 26, 2015

### BCF Agency Feedback Notes

- Logo great-go to town is imagery of people doing things, street fairs, happy faces
- “Go to town” resonates with us
- Positioned well to work with Roanoke & Southwest Virginia if need be one day
- “Go to town” evokes energy—places in Montgomery County have energy therefore they are well represented
- “Go to town” is much broader than it seems—can be very versatile
- Nailed the message
- “Go to town” is a command, makes things happen
- No long #1 town
- 2 of the largest towns
- Not sure why “!” is needed
- Sees I3C in logo
- Orange is good—nod to fall and Virginia Tech
- If ad is navy color it could be a reminder of UVA
- Hear all the time how much Christiansburg and Montgomery County are growing saying should be “growing together”
- From an HTM standpoint, a lot to work with
- For an ad purpose font colors can change
- Important to give nod to VT, wouldn’t be here without VT
- “Go to town” square logo could be used alone by itself
- Difficult to keep all communities happy
- Not enough focus on the county
- 4 season in 1
- Tourism brand NOT community brand