



**Minutes  
April 26, 2012**

Present: Krisha Chachra	-Chair – Blacksburg Town Council Representative
Tom Norman (10:20 a.m.)	-Vice Chair – Blacksburg Hotel Representative
Scott Sink	-Blacksburg Agritourism Representative
Scott Hill	-Chamber of Commerce Representative
Jim Politis	-Board of Supervisors Representative
Henry Showalter	-Christiansburg Town Council Representative
Melissa Richards	-Virginia Tech Representative
Craig Meadows	-Montgomery County Administrator
Marc Verniel	-Blacksburg Town Manager
Barry Helms	-Christiansburg Town Manager
Judy Kiser	-Assistant to the County Administrator

Absent: Kathy Drummond	-Christiansburg Hotel Representative
Connie Hale	-Riner Restaurant Representative
Zack Kennedy	-Christiansburg Restaurant Representative

Also in attendance was Heather Browning, Community Relations Manager for the Town of Blacksburg.

**Call to Order**

Chair Chachra called the meeting to order at 10:08 a.m. without a quorum present.

**Update on Tourism Director Recruitment**

Craig Meadows reported that forty applications have been received, and copies provided to the Operating Board. Hopefully, the Interview Committee (Operating Board) will meet next week and review the applications and pick out the most qualified applicants and schedule interviews. If any of the applicants are called for a second interview, members of the MTDC may be asked to participate in the second interview. If the interviews do not produce any outstanding candidates for our Tourism Director, we can go back out and re-advertise the position for a new pool of applicants. If this can be accomplished within the next three weeks, this matter will be discussed at the next MTDC meeting.

The meeting now had a quorum, with the arrival of Tom Norman.

## **Approval of Minutes of February 23, 2012**

On a motion by Scott Sink, seconded by Scott Hill and carried unanimously, the minutes dated February 23, 2012 were approved. Because he was absent from the February 23, 2012 meeting, Jim Politis abstained from voting on approval of the minutes.

## **Guest Speaker**

Ms. Z. Kelly Queijo, founder of Smart College Visit, Inc. and BlacksburgLodging.com, made a presentation to the MTDC about her website BlacksburgLodging.com, for people who plan to visit Virginia Tech, Blacksburg, the Corporate Research Center, Radford University, or the New River Valley area. It has a link to SmartCollegeVisit, a college search and campus travel planning resource that works with college and university admissions offices to provide web, mobile web, and mobile app college visit resources for college-bound students and their families.

## **What Do We Want the MTDC to Accomplish?**

### **► Discussion of priorities for tourism initiative:**

- MTDC needs to adopt a 2-year or a 5-year strategic plan.
- What is the brand we are trying to promote?
  - Look at other localities who have done well in branding their town/county/area
- Schedule interviews with applicants for Tourism Director
- Office space for Tourism Director and Tourism Office

Craig distributed an informational sheet prepared by the County's Economic Development Department, listing community accolades that can be used as a marketing tool.

At the February 23, 2012 meeting, the MTDC created a list of what they want the MTDC to accomplish. It was suggested that this list be used as a tool when interviewing candidates for the Tourism Director position.

## **Other**

Jim Politis reminded everyone that one MTDC member has not attended any meetings and asked if it would be appropriate to appoint someone else as the Christiansburg Restaurant representative. The MTDC bylaws do not address this issue.

### **Determine Location of Next Meeting**

The next meeting of the MTDC will be a field trip to Abingdon to visit their tourism program, Heartwood. Craig suggested that the meeting that would normally be on the 4<sup>th</sup> Thursday, which is May 24<sup>th</sup> be moved to the first part of June. A survey calendar will be e-mailed to all MTDC members to mark which dates each will be available and then a date for the field trip can be determined.

### **Adjournment**

The Chair declared the meeting adjourned at 11:20 a.m.

APPROVED: \_\_\_\_\_  
Krisha Chachra, Chair

ATTEST: \_\_\_\_\_  
Judy Kiser, Recording Secretary