

Montgomery Tourism Development Council

Minutes

August 23, 2012

Present:	Krishna Chachra	Chair-Blacksburg Town Council Representative
	Tom Norman	Vice Chair-Blacksburg Hotel Representative
	Connie Hale	Riner Restaurant Representative
	James D. Politis	Board of Supervisors Representative
	Scott Sink (10:15 a.m.)	Blacksburg Agritourism Representative
	Melissa Richards	Virginia Tech Representative
	Craig Meadows	Montgomery County Administrator
	Marc Verniel	Blacksburg Town Manager
	Barry Helms	Christiansburg Town Representative
	Judy Kiser	Assistant to the County Administrator
Absent:	Kathy Drummond	Christiansburg Hotel Representative
	Henry Showalter	Christiansburg Town Council Representative
	Scott Hill	Chamber of Commerce Representative

Also in attendance were Heather Browning, Community Relations Manager for the Town of Blacksburg; Diane Akers, Blacksburg Partnership; and Ruth Richey, Montgomery County Public Information Officer.

Call to Order

Chair Chachra called the meeting to order at 10:02 a.m. without a quorum present. She thanked the members of the Tourism Operating Board for taking the time to find the best candidate to be our Tourism Director.

Introduction

Craig Meadows introduced the Tourism Director, Lisa Bleakley. Lisa comes from Virginia Beach where she was Assistant General Manager of Sales and Service for the Virginia Beach Convention Center. Prior to that she served as the events coordinator, and special events and film office manager for the center. She is an adjunct instructor at ODU, and a Navy veteran.

As Tourism Director, Lisa will have an office on the 1st floor of the Government Center until such time that the Operating Board has found a suitable site for a Visitor/Welcome Center.

Addressing the members of the MTDC, Lisa stated that moving to Montgomery County was almost like a homecoming to her since she is originally from southwest Virginia's Henry County.

The meeting had a quorum with the arrival of Scott Sink at 10:15 a.m.

Approval of Minutes of April 26, 2012

On a motion by Scott Sink, seconded by Connie Hale and carried unanimously, the minutes dated April 26, 2012 were approved.

Jack Hinshelwood September Visit

Jack Hinshelwood, Executive Director of the Crooked Road, has scheduled meetings in the area on September 19th and 20th. On September 20th he will host a lunch at Due South Barbeque at 12:30. Ms. Richey announced that RSVP's for the lunch are due by Friday, August 24th.

Discussion of MTDC Mission/Objectives with Tourism Director

There was discussion about ways to market the entire region as a tourist destination (branding). It was pointed out that Roanoke County is anxious to collaborate with us, and also, that we need to collaborate with the Chamber of Commerce as we move along.

One of Lisa's first initiatives will be to start meeting people and gathering ideas of what we want to do - how do people see us now and putting together components of a plan.

Upcoming events that Lisa may want to attend:

- Montgomery Museum Heritage Day - August 25th - 10 a.m.-5:00 p.m.
- Hotel/Motel Association meeting on September 5th
- Chamber of Commerce Issues Forum-September 6th at 7:30 a.m. at the Holiday Inn in Christiansburg
- Heritage Days in Riner-September 8th
- Wilderness Trail Festival in Christiansburg-September 15th
- Market Square Jam - Wednesday nights in Blacksburg

Other Items

Reappointment of MTDC members

Jim Politis briefed the MTDC on the reappointments the Board of Supervisors made to the MTDC at their August 22nd Board meeting. He, along with Kathy Drummond and Connie Hale were reappointed to the MTDC. The Board did not reappoint Zack Kennedy as a Christiansburg Restaurant representative. Mr. Kennedy has not attended any of the meetings since the MTDC was established. Mr. Politis asked for a recommendation from the MTDC for

a Christiansburg Restaurant Representative. Recommendations will be taken to the Board of Supervisors and the Blacksburg and Christiansburg Town Councils for appointment.

Tom Norman advised that the manager of the Red Robin may be a potential candidate for recommendation. He will confirm this with the manager of Red Robin and provide contact information if he is interested in serving on the MTDC.

Economic Development brochures

Craig Meadows distributed copies of the Economic Development Department's award-winning brochure.

Determine Location of Next Meeting

There was a brief discussion about holding MTDC meetings at different locations around the County. It was the consensus of the MTDC that the next meeting be held at the Government Center, and the MTDC will compile a list of other potential meeting locations for consideration.

Schedule Next Meeting Date

The next meeting of the MTDC was scheduled for September 27, 2012 at 10 a.m. in the County Administration conference room at the Government Center.

Adjournment

The Chair declared the meeting adjourned to September 27, 2012 at 10 a.m.

The meeting adjourned at 11:10 a.m.

APPROVED: _____
Krisha Chachra, Chair

ATTEST: _____
Judy Kiser, Recording Secretary