

# Montgomery Tourism Development Council

## MINUTES

February 23, 2012

Present:	Connie Hale	-Riner Restaurant Representative
	Kathy Drummond	-Christiansburg Hotel Representative
	Tom Norman	-Blacksburg Hotel Representative
	Melissa Richards	-Virginia Tech Representative
	Scott Sink	-Blacksburg Agritourism Representative
	Krishna Chachra	-Blacksburg Town Council Representative
	Barry Helms	-Christiansburg Town Manager
	Craig Meadows	-County Administrator
	Judy Kiser	-Assistant to the County Administrator
Absent:	Zack Kennedy	-Christiansburg Restaurant Representative
	Scott Hill	-Chamber of Commerce Representative
	Henry Showalter	-Christiansburg Town Council Representative
	Jim Politis	-Board of Supervisors Representative
	Marc Verniel	-Blacksburg Town Manager

### Call to Order

Craig Meadows, Acting Chair, declared a quorum and called the meeting to order at 10:10 a.m.

### Election of Officers

On a motion by Tom Norman, seconded by Connie Hale and carried unanimously, Krishna Chachra was elected Chair of the MTDC and Tom Norman was elected Vice-Chair.

### Other

Advertise for Tourism Director Mr. Meadows reported that the Operating Board is ready to advertise for a Tourism Director. After surveying Virginia localities with similar positions, the Operating Board decided on a salary range of \$38,697-\$61,900. Virginia Beach was not included in the survey because of their high salary range for this position. When this goes out to advertise, Mr. Meadows will provide the job description to MTDC members.

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

MTDC members were asked at the last meeting to think about what they wanted the MTDC to accomplish, and suggestions included the following:

- Economic Development should have a role, such as marketing, grants, etc.
- Develop a mission statement to help job applicants
- Educate the citizens about what we are doing and what tourism means to them
- Provide information to visitors on what they can do here if they visit for one day; what they can do here if they visit for two days; what they can do here if they visit for a week, etc.
- A lot of information is already out there – pull it together and coordinate information to market  
Montgomery County; reach out to groups and organizations that can do that (such as the Blacksburg Partnership)
- Promote Riner to the citizens who travel Route 8 to Floyd County
- Promote events that we already have, such as the Sapphire ballroom in Christiansburg; the aquatic center, etc.
- Educate the citizens of Montgomery County about what's in Montgomery County
- Transparency on what is being done is very important. One way to keep the public informed is to provide updates to the mayors and the BoS chair and they can put the information on their blogs
- Choose a role model organization and things they are doing well-will give the new director some guidance
- An information center at the New River Valley Mall
- Utilize the three rest stops on I-81 that are located in Montgomery County

## **Things We Don't Want To Do:**

- Reinvent the Wheel
  - We don't want to start a project that other entities in the county may have already started. We want to pool our resources and enhance what is out there, not duplicate any efforts.
- Don't start without finishing
- Don't jump in over our heads
- Make sure information is usable (find out what people want and what they will use)
  - Tourism Director can talk with hotels, aquatic center, etc. and find out what people are asking for.
- Tourism Director should not get too involved or "wrapped up" in one area or project

Mr. Meadows suggested a field trip for the MTDC to visit a locality/area that has a successful tourism program, such as Heartwood located in Abingdon.

**Determine Location of Next Meeting**

The next meeting of the MTDC will be held at the Government Center in the County Administration conference room.

**Schedule Next Meeting Date**

The MTDC's next meeting will be Thursday, March 22, 2012 at 10 a.m.

Krishna Chachra, Chair, advised that she would not be available for the May 24<sup>th</sup> meeting. Vice Chair Tom Norman will conduct the meeting in her absence.

**Adjournment**

The meeting adjourned at 10:55 a.m.

APPROVED: \_\_\_\_\_

Krishna Chachra, Chair

ATTEST: \_\_\_\_\_

Judy Kiser, Recording Secretary