

Montgomery Regional Tourism Development Council

Meeting Minutes

November 27, 2012

I. Call to order

Krishna Chachra called to order the regular meeting of the **MTDC** at **10:00 a.m.** on November 27, 2012 in the Montgomery County Administration conference room.

II. Present

Krishna Chachra (v)	Chair-Blacksburg town Council Representative
Tom Norman (v)	Vice Chair-Blacksburg Hotel Representative
Lisa Bleakley	Executive Director, Tourism
Craig Meadows	Montgomery County Administrator
Barry Helms	Christiansburg Town Manager
David Maranto (non- appointed)	Christiansburg Restaurant Representative
Melissa Richards (nv)	Virginia Tech Representative
Becky Wilburn	Town of Christiansburg Public Information Officer
Henry Showalter (v)	Christiansburg Town Council Representative
Ruth Richey	Montgomery County Public Information Officer
Eric Johnsen (v)	Montgomery County Chamber of Commerce Representative

Absent

Kathy Drummond (v)	Christiansburg Hotel Representative
Jim Politis (v)	Board of Supervisors Representative
Scott Sink (v)	Blacksburg Agritourism Representative
Marc Verniel	Blacksburg Town Manager
Connie Hale (v)	Riner Restaurant Representative
Diane Akers	Blacksburg Partnership
Heather Browning	Town of Blacksburg Community Relations Mgr.

**Majority needed to constitute a quorum from the 9 voting member body was not achieved in this meeting.*

*** One voting position currently vacant*

III. Approval of minutes of August 23, 2012, September and September 27, 2012

ACTION NEEDED

IV. New business

1. Lisa shared the unofficial tourism Twitter handle with the group. MCVAlisa. Followers of this account will be migrated into the official integrated social media plan.
2. Randy Rose provided overview of VTC resources and format for the strategic planning work sessions.
 - a. Krishna questioned the state's travel guide distribution out of market. Asked if thought had ever been given to partnering with airlines etc.? Randy replied that the guides are distributed

throughout Welcome Centers, Travel Shows and sent in response to a large number of out of state direct inquiries.

- b. Randy briefly touched on the new state tourism plan. We have an opportunity to tie into the new plan. Consideration when applying for MLP. Melissa asked about a link to the plan. Lisa will provide.
- c. Tom asked Randy about any local plan failures he may be aware of. Randy replied that the worst case would be miscommunication (or no communication) between the advisory group and the Board of Supervisors and Town Councils prior to asking for approval. Make sure to share the information ahead of time and address any concerns prior to request for adoption. Make sure key people are informed.
- d. Randy stated that the strategic plan is broad in nature and that the more specific tactics would materialize in within the marketing plan and campaigns.

V. Adjournment

Krishna Chachra, Chair, adjourned the meeting at 11:15 a.m.

Minutes submitted by: Lisa Bleakley

Minutes approved by: