

Montgomery Regional Tourism Development Council

Meeting Minutes

September 27, 2012

I. Call to order

Krishna Chachra called to order the regular meeting of the **MTDC** at **10:00 a.m.** on **September 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
Jim Politis (v)	Board of Supervisors Representative
Barry Helms	Christiansburg Town Manager
Connie Hale (v)	Riner Restaurant Representative
Melissa Richards (nv)	Virginia Tech Representative
Diane Akers	Blacksburg Partnership
Heather Browning	Town of Blacksburg Community Relations Mgr.
Ruth Richey	Montgomery County Public Information Officer

Absent

Kathy Drummond (v)	Christiansburg Hotel Representative
Henry Showalter (v)	Christiansburg Town Council Representative
Scott Sink (v)	Blacksburg Agritourism Representative
Marc Verniel	Blacksburg Town Manager
Craig Meadows	Montgomery County Administrator

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

*** Two voting positions currently vacant*

III. Approval of minutes of August 23, 2012

ACTION NEEDED

IV. New business

- Discussion of inviting a representative (non-voting at this point) in for east Montgomery representation.
- Visitor Guide and additional printed informative pieces will be paid from tourism operating budget.
- Discussion of historical management of advertisements placed in state travel guide. The County PIO has taken the lead the last three years.

- Because of the tight turn-around needed to meet the October 3 deadline for inclusion in the 2013 guide, it was decided to update the images and freshen up the copy on the ad used last year. By 2014, we will have branding in place needed to produce new creative.
- Discussion of inviting guests to future meetings who have been through strategic planning for their destination. Since November, December, and January are dedicated for the process introduction and work sessions, guests will be scheduled for meetings beginning in February. Many of these same guests will be included in the invitation list to participate in the work sessions. The MCCC Ex. Director is included in that list along with other stakeholders.
- The Crooked Road- Has 3 full meetings per year. Heather Browning is listed as a Blacksburg representative. Lisa Bleakley will be added to represent the Montgomery Regional Tourism Office. Lisa will research structure and voting power. (**also see FAQ and Benefit Sheets recently acquired from TCR for general information*)
- Discussion of brochure placement in welcome centers. There are 3 strategic locations to pursue. For now, a prorated rate of \$40 will be paid to place Christiansburg brochures alongside the already filled Blacksburg slot for the remainder of the year. Ultimately, the comprehensive visitors guide will be distributed to the locations for individual distribution.
- Tom will speak with David Maranto, GM of Red Robin to gauge interest in joining the MTDC, pending appointment as the Christiansburg Restaurant Representative. Dave Fitzgerald, GM Ruby Tuesday, was mentioned on the occasion that Mr. Maranto is not willing/able to represent at this time.
- Discussion of updating listings in the state travel guide. Forward needed changes to Lisa, who in return will update them with Leisure Publishing, publisher of the publication and web component.
- Discussion of signage especially, directing from I-81. We need general improvement. Research codes, restrictions, parameters, costs. General Assembly, legislative priority this year? County code- can only designate 1%?
- Discussion of rescheduling meetings due to upcoming tourism conference Lisa will be attending over 10-25, Thanksgiving holiday and Christmas holiday. (** The rescheduled dates we discussed were changed to be able to work with VTC available dates to begin the strategic planning process. New dates: 11-27, 12-18, 1-24-13. The last two dates given are working sessions to be held at the CrossPointe Conference Center in Christiansburg from 8am-Noon.)*

- Suggested future meeting locations were approved for pursuing.
- Contact to be made to members routinely not being able to attend to gauge level of interest in remaining on the committee.

V. **Adjournment**

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

Minutes submitted by: Lisa Bleakley

Minutes approved by: