

Montgomery Regional Tourism Development Council

Meeting Minutes

April 25, 2013

I. Call to order

Krishna Chachra, Chair, called to order the regular meeting of the **MTDC** at **9:30 a.m.** on April 25, 2013 at the Attimo Winery.

II. Present

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| Tom Norman (v) | Vice Chair-Blacksburg Hotel Representative |
| Lisa Bleakley | Executive Director, Tourism |
| Krishna Chachra (v) | Chair-Blacksburg town Council Representative |
| Marc Verniel | Blacksburg Town Manager |
| Craig Meadows | Montgomery County Administrator |
| Melissa Richards (nv) | Virginia Tech Representative |
| Ruth Richey | Montgomery County Public Information Officer |
| Eric Johnsen (v) | Montgomery County Chamber of Commerce Representative |
| Steve Sandy | Montgomery County Planning |

Absent

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| Jim Politis (v) | Board of Supervisors Representative |
| Barry Helms | Christiansburg Town Manager |
| Connie Hale (v) | Riner Restaurant Representative |
| Henry Showalter (v) | Christiansburg Town Council Representative |
| Kathy Drummond (v) | Christiansburg Hotel Representative |
| Scott Sink (v) | Blacksburg Agritourism Representative |
| Becky Wilburn | Town of Christiansburg Public Information Officer |
| Diane Akers | Blacksburg Partnership |
| Heather Browning | Town of Blacksburg Community Relations Manager |

**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 27, 2012 November 27, 2012, February 28, 2013 and March 28, 2013 -

IV. Discussion

Discussion on revised date for MTDC meeting to encourage better participation. **Lisa to send out a Doodle appointment for vote on Day of week (stay away from Wednesday)**

We did not have a quorum needed for voting or approval of past minutes. We discussed the current vacancies (See MTDC Roster and Term of Office description). Technically, there is only one vacancy. Kathy Drummond has stepped down, but wishes to remain active as time permits. Lisa will check status of David Smith's application for appointment and will extend offer of consideration to the council to Melissa Obiso and Megan Dorsett. Please forward others names in case they are not able or willing. Lisa will also confirm with Scott Sink that his position will need to be filled as his schedule no longer accommodates this commitment. Scott has also indicated that he is happy to be a resource as time permits. We should be able to achieve a quorum if we can fill these three positions.

Rik Obiso provided **overview and history of Attimo Winery**. He also spoke of their specialized intern program , in-store surveys, and where the feeder markets are: NY, NJ, GA, TN, AL. Little from Maryland. Some from west coast, AZ and CA. Thanks to Rik and Melissa for their hospitality.

Jim Putbrese and Sharon Ford of **Shenandoah Specialty Publishing, LLC** Lexington presented new SWVA publication concept. It would be event-driven and published quarterly. Website would be part of the concept. They discussed distribution would be targeted along the I-77/I-81 and 460 corridors. They distributed publications currently produced by their business (wedding and meeting planning guides in addition to Shenandoah and Beyond etc..) and a projected advertising rate sheet for the conceptual publication. They had targeted summer, but are finding it may be fall at the earliest to line up enough participants. Interesting additional information about IPTB (TV off internet) and use of You Tube Channel. Sharon stated she can offer classes on producing quality video.

Lisa briefed on **strategic plan presentations**. All well-received. Targeted adoption this month by the MTDC once it passes through the councils and BOS by way of consent agenda.

Lisa briefed on status of **LOVEworks** art pieces and associated press.

Discussion of **Bon Appetit nominations** –May 15 deadline (Bull and Bones, Gourmet Pantry, Farmers Market, Mockingbird Café...) and pending grant opportunities with associated deadlines. VTC MLP- June 18, VA Arts/VTC grant- July 1. Melissa mentioned The Children’s Museum, Wheels and Wagons to be considered in applying for the Arts grant.

Lisa briefed on active **‘Round the Mountain sweepstakes contest and New River Initiative**. The Montgomery County portion of the NR initiative asset inventory will be inserted into the strategic plan for the outdoor recreation inventory section.

Lisa briefed on **“Whet your Appetite” display at The Artful Lawyer and the newly remodeled Our Daily Bread Café** now serving dinner on select weeknights.

Lisa briefed on **sponsorships the tourism office has purchased**: Summer Solstice, Steppin Out, Cambria Days, Fallen Officers- CPD Golf Tournament. These sponsorships support the goals in the strategic plan related to developing tourism ambassadors within the community.

Lisa shared that **The Lyric was voted the best restored Movie Theater in southwest Virginia** in Virginia Living Magazine.

Steve discussed the work that intern Graham Owen completed on the **Liquor by the Drink** passed legislation for exits 109 and 128.

Eric mentioned the **Montgomery Chamber of Commerce ribbon cutting ceremony** is scheduled for Noon on May 1, 2013 to be followed by an open house.

Tom mentioned the **RU commencement on May 11 and VT commencement on May 18**

Ruth mentioned the **new Shentel Government Channel** for Montgomery County.

Next meeting date corrected to 9:00 a.m. Thursday, May 23 at Odd Fellows Hall Blacksburg

V. Adjournment

Krishna Chachra, Chair, adjourned the meeting at 11:30 a.m.

Minutes submitted by: Lisa Bleakley

Minutes approved by: