

**Montgomery Regional Tourism Development Council**  
**Meeting Minutes**  
**July 18, 2013**

**I. Call to order**

Tom Norman, Vice Chair, called to order the regular meeting of the MTDC at 9:00 a.m. at the Montgomery Museum and Lewis Miller Regional Art Center

Present

Tom Norman (v)	Vice Chair-Blacksburg Hotel Representative
Barry Helms	Christiansburg Town Manager
Marc Verniel	Blacksburg Town Manager
Craig Meadows	Montgomery County Administrator
Diane Akers	Blacksburg Partnership
Connie Hale (v)	Riner Restaurant Representative
Lisa Bleakley	Executive Director, Tourism
Ruth Richey	Montgomery County Public Information Officer
Eric Johnsen (v)	Montgomery County Chamber of Commerce Representative
Heather Browning	Town of Blacksburg Community Relations Manager
Linda Wurtzberger	The Oaks Victorian Inn
Sue Ferrera	Montgomery Museum and Lewis Miller Regional Art Center
Cara Salinas	Tourism Intern, UCF

Absent

Krishna Chachra (v)	Chair-Blacksburg town Council Representative
Jim Politis (v)	Board of Supervisors Representative
Henry Showalter (v)	Christiansburg Town Council Representative
Melissa Richards (nv)	Virginia Tech Representative
Scott Sink (v)	Blacksburg Agritourism Representative
Becky Wilburn	Town of Christiansburg Public Information Officer
Steve Sandy	Montgomery County Planning
Taylor Chandler	Tourism Intern, VTC

Guests: Jo Dietrich, Leisure 360 Media (formerly Leisure Publishing)

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

**III. Presentations:**

Sue Ferrera- Description of Montgomery Museum and Lewis Miller Regional Art Center

Jo Dietrich- New offerings for the 2014 State Travel Guide

- a. Tablet version forthcoming
- b. Use of animation, sound, video, instant email
- c. Digimark- Special application similar to QR code with more aesthetic appeal.
- d. No deadline with banner ad insertions
- e. Although the aforementioned carry a cost, there is no extra cost to be in the digital version of the guide.
- f. VTC Coop opportunity

#### **IV. Discussion**

- Linda commented about Trip Advisor's importance and widespread use among travelers
- The Crooked Road Festival is scheduled for March 2014. \$10k Arts grant used in marketing.
- Call for interested MTDC participants to "Mingle on the Mountain". Connie and Sue are interested.
- Sue added Heritage Day at the Montgomery Museum on 8-24 and Swing 'in to the 40's at Historic Smithfield Pavilion on 9-29 to list of upcoming events. Museum closed Sept-Oct. for roof repairs.
- The group discussed ideas that were listed on the agenda. We need to determine a process for hearing ideas and approving them for incorporation.
- Notice of Grand Motorcycle Tour of VA April- October.

#### **Adjournment**

Next meeting: To be rescheduled due to scheduled Chattanooga trip.  
Tom Norman, Vice Chair, adjourned the meeting at 11:00 a.m.

Minutes submitted by: Lisa Bleakley

Minutes approved by: