

**Montgomery Regional Tourism Development Council**

**Meeting Minutes**

**March 27, 2014**

**I. Call to order**

Tom Norman, Chair called the regular meeting of the MTDC to order at 9:00 a.m. at the Montgomery County Government Center

**Present**

Krishna Chachra (v)	Chair-Blacksburg town Council Representative
Tom Norman (v)	Vice Chair-Blacksburg Hotel Representative
Matt Gabriele (v)	Board of Supervisors Representative
Ray Alcorn (v)	Montgomery County Chamber of Commerce Representative
Trish Cook (v)	Christiansburg Hotel Representative
Marie March (v)	Christiansburg Restaurant Representative
Barry Helms	Christiansburg Town Manager
Marc Verniel	Blacksburg Town Manager
Craig Meadows	Montgomery County Administrator
Melissa Richards (nv)	Virginia Tech Representative
Heather Browning	Town of Blacksburg Community Relations Manager
Diane Akers	Blacksburg Partnership
Lisa Bleakley	Executive Director, Tourism
Ruth Richey	Montgomery County Public Information Officer

**Absent**

Steve Huppert	Christiansburg Town Council Representative
Connie Hale (v)	County Restaurant Representative
Joyce Beliveau (v)	Blacksburg Agritourism Representative
Becky Wilburn	Town of Christiansburg Public Information Officer

Guests: Michael Hemphill- Virginia Science Fair

**II. Approval of meeting bimonthly – Vote carried to meet bimonthly at 8:30 a.m. beginning May 22, 2014.**

**III. Discussion**

- Welcome new members
- New meeting schedule- Prepare and distribute standard monthly report in lieu of the physical meeting. This is especially important to MCCC as they have monthly report-outs from each functional committee.
- Lisa to set up a Dropbox for MTDC shared documents
- Brand Development project kicks off in April. Hope to have BCF speak with MTDC in May.
- Trish expressed desire to host the MTDC at the Holiday Inn, Bradley Drive
- Tom commented on swim groups and their comments on the CAC. “Nice staff”, “Easy to get information”.
- Heather mentioned Spring Game and College Ave., June 4 Market Square Jam underway, reminder that it is now a Crooked Road affiliate venue.
- Krishna questioned locations of Kiosks in Blacksburg to which Heather replied that there are 3 downtown. 1 at Turner and Main, 1 at College Ave and 1 at the Cellar. Interpretive signs at the Blacksburg Motor Co.
- Diane mentioned Fork and Cork is coming up with Taste of the Town on the Friday prior.
- Marie said that Due South LOVES swimmers! Can track them by their wet hair.
- Ruth suggested forming subgroups to help support the branding process.
- Krishna mentioned that April 24 will kick off the “Up on the Roof” season. Sen. Warner and the YP Summit in Blacksburg is this Sat. Krishna will Emcee along with Kevin Jones, Dr. Steger and the Plaid Avenger also participating. There is an YP group on Facebook. Diane knows more on this subject.
- Melissa- April is a BIG month for VT. Lots of events, Dr. Steger will be leaving the end of May. The new President takes over June 1. The Gov. will speak at the VT graduation ceremony. The Blacksburg Children’s Museum opened March 1. Need volunteers! They have the goal of hiring a Director. They currently have 100 memberships.
- Ray mentioned that the Women’s Leadership Conference went well and the MCCC looks forward to making that an annual event. Membership increased by net 30 YTD. Biz Expo planned for the fall.

- Marc- First season for outdoor dining. The Imax is under construction. Three new restaurants will be coming on line: The Social House, The Black Hen and Mellow Mushroom. Marc also mentioned the CAC and the benefit realized by the entire county from the kids with wet hair!
- Craig comments that it is budget time in the county. Budget hearing on April 3. Community Conversations on April 8.
- Matt says that it is good to be a part of the committee.
- Barry comments on Parks and Rec large tournaments on which Christiansburg partners with Blacksburg, Radford, county and Pulaski. He mentions how valuable they are in filling gaps between CAC meets. Huckleberry Bridge set on April 7. Scheduled to open in Sept/Oct.

*Adjournment at 10:30 a.m.*

Minutes submitted by: Lisa Bleakley

Minutes approved by: