

AT A SPECIAL MEETING OF THE BOARD OF SUPERVISORS OF THE COUNTY OF MONTGOMERY, VIRGINIA HELD ON THE 30th DAY OF SEPTEMBER 2004, AT 5:00 P.M. IN THE BOARD CHAMBERS, MONTGOMERY COUNTY GOVERNMENT CENTER, 755 ROANOKE STREET, CHRISTIANSBURG, VIRGINIA:

PRESENT:	James D. Politis	-Chair
	Annette S. Perkins (arrived 5:30 p.m)	-Vice Chair
	Mary W. Biggs(arrived 5:20 p.m.)	-Supervisors
	Gary D. Creed	
	Doug Marrs (arrived 5:30 p.m)	
	John A. Muffo	
	Steve L. Spradlin	
	B. Clayton Goodman, III	-County Administrator
	L. Carol Edmonds	-Assistant County Administrator
	Martin M. McMahon	-County Attorney
	Robert C. Parker	-Public Information Officer
	Vickie L. Swinney	-Secretary, Board of Supervisors

CALL TO ORDER

The Chair called the meeting to order.

INTO WORK SESSION

On a motion by Steve L. Spradlin, seconded by John A. Muffo and carried unanimously,

BE IT RESOLVED, The Board of Supervisors hereby enters into Work Session for the purpose of discussing the following:

1. Montgomery County Chamber of Commerce - Tourism

The vote on the foregoing motion was as follows:

<u>AYE</u>	<u>NAY</u>	<u>ABSENT</u>
Gary D. Creed	None	Mary W. Biggs
John A. Muffo		Annette S. Perkins
Steve L. Spradlin		Doug Marrs
James D. Politis		

Montgomery County Chamber of Commerce – Tourism in our Communities

Shane Adams, President/CEO of Montgomery County Chamber of Commerce, made a presentation on tourism in our communities. Mr. Adams explained that tourism is a vital industry in the County. Over the last decade the travel industry jobs have grown 43% and Americans spend more on tourism than they do on personal items, such as clothing, accessories and jewelry. He explained that tourism is the country’s second largest employer and believes by 2010 it will be the largest employer. Tourism has little burden on the county’s infrastructure, no new schools, water/sewer lines to build.

Mr. Adams explained that tourism brings money into the economy. It diversifies local economics and creates jobs and money through new businesses. Tourism contributes to local and state taxes and supports businesses that could not alone be supported by the community.

Mr. Adams stated that they are asking the Town of Blacksburg, Town of Christiansburg and Montgomery County for an additional 1% Occupancy Tax increase to be dedicated exclusively to tourism promotion and development. If each Town and County contributed, this would translate into approximately \$200,000 per year depending upon occupancy rates. This will not be a financial burden on local governments and is one of the few programs that has the opportunity to create additional revenue. The Chamber would create a separate Tourism Development account and not tied to the Chamber’s general funds. A detailed and comprehensive plan will be created and there will be semi-annual reporting. The money will be spent as follows:

- Marketing 55%
- Administration 15%
- Local Grants 10%
- Capital Improvement 10%
- Research & Development 10%

Mr. Adams stated long term goals include creating a self sufficient Convention & Visitor’s Bureau independent from the Chamber; to make the area as desirable for tourism destination as Asheville or Boone, NC; and to create job growth and a strong economic engine for our area.

OUT OF WORK SESSION

On a motion by Mary W. Biggs, seconded by Doug Marrs and carried unanimously,

BE IT RESOLVED, The Board of Supervisors ends their Work Session to return to Regular Session.

The vote on the foregoing motion was as follows:

AYE

Doug Marrs
Mary W. Biggs
Annette S. Perkins
Gary D. Creed
John A. Muffo
Steve L. Spradlin
James D. Politis

NAY

None

ADJOURNMENT

On a motion by Mary W. Biggs, seconded by Annette S. Perkins and carried unanimously, the Board adjourned to Tuesday, October 12, 2004 at 7:15 p.m.

The vote on the foregoing motion was as follows:

AYE

Doug Marrs
Mary W. Biggs
Annette S. Perkins
Gary D. Creed
John A. Muffo
Steve L. Spradlin
James D. Politis

NAY

None

The meeting adjourned at 6:00 p.m.

APPROVE: _____ ATTEST: _____

James D. Politis
Chair

B. Clayton Goodman, III
County Administrator