

**MTDC Meeting Agenda**  
**9:00 a.m. on May 20, 2021**  
**Via Zoom**

1. **Agenda Approval**
2. **Approval of Meeting Minutes-** February 25, 2021
3. **Updates**
  - a. STR report and trends
  - b. Overview of marketing initiatives since February 25
    - 2020 Annual Report complete
    - Completion of WSLs Backyard campaign
    - Media Campaign launched
    - E-letter launched
    - Seeking guest blog writers for website
4. **New Business**
  - a. Graduation period debrief and future cooperation with VT
  - b. Governor's expiration of virtual meetings on June 30 - Boards and Commissions to begin meeting in person.
  - c. America's Rescue Plan opportunities
  - d. Personnel change and program transition
5. **Old Business**
  - a. Update on MTDC procedural adjustments related to terms of service
  - b. Creation of standing advisory committees to include:
    - i. History and Culture
      - CWT and local branding signage
    - ii. Sports Marketing and Outdoor Recreation
      - Parks expansion and related opportunities
    - iii. Travel Diversity and Inclusion
      - Marketing and Training
6. **Around the County?**

**Upcoming Meetings 2021:**

MTDC: August 26, November 18

Tourism Summit: June 9

Hospitality & Tourism Partnership Meeting: September 1, December 8

Tourism Board Meetings: Monthly, Third Friday

Sports Advisory Group: August 5, November 4