MTDC Meeting Agenda

9:00 a.m. on August 24, 2017
MP 2 at the County Government Center

- **Welcome and Introductions** Chair, Tom Norman

- **Approval of Minutes** from February 23, May 25, 2017

- **Director's Report** – *enclosed*

  Some Highlights
  Advertising opportunities (Visitor Guide, Z-Card, tear-off map, website)
  Go To Town Car!
  SWVA Mountain Brew Trail launch

  GROUPS AND EVENTS
  - North American Rally- Christiansburg, July 11, 2017
  - 2018 USTA Mid-Atlantic Tournament- Blacksburg, June 21-24, 2018

- **Upcoming Activity**

  August
  Renew the New- August 26
  SWVA Community Coaching Summit- 30-31
  September
  Northern VA Gateway Welcome Center Blitz- August 31-Sept. 8
  Kiwanis Wilderness Road- Booth on Sept. 16
  IBMA in Raleigh with VTC and Crooked Road- Sept. 26-30
  October
  Residence Inn Grand Opening- Oct. 11

- **Needs**

Call for Grant committee members

- **Discussion**

Strategic Plan FY 18-20- Define the strategy

- **Opportunities**

Partner Sharing- Send a request to "Link" to Irene Kilmer who will then add you to the closed Montgomery County VA Hospitality and Tourism Partners group.

- **Upcoming Meetings:**

  MTDC: November 16

  Hospitality & Tourism Partnership Meeting:
  September 6
  December 6

  Tourism Board Meetings: Monthly, Third Friday