

Tourism Board Meeting Minutes

8:30 a.m. January 31, 2020

Great Road on Main Conference Room, 100 W Main St. Christiansburg

In attendance: Marc Verniel, Craig Meadows, Randy Wingfield, Irene Kilmer, Lisa Bleakley

Craig Meadows call the meeting to order at 8:30 a.m.

1. Consensus of Agenda

- a. Craig Meadows moves to adopt the consent agenda. All agree. The agenda is adopted.

2. Approval of Minutes from October 18, 2019

- a. Craig Meadows calls for a motion to approve the October 18, 2019 board minutes. Marc Verniel makes the motion. Randy Wingfield seconds the motion. All say Aye. Minutes approved.

3. Financial Report

- a. December financials and Smith Travel Research report presented.
 - i. The Board reviews the financials for the budget up to December 31, 2019.
 - ii. Before the end of FY20 the board will amend any deficit budget line items to show a revised budget accordingly.

4. Old Business

- a. Strategic Tourism Plan
 - i. Lisa to introduce Vince Magnini to the BCF team. Dr. Magnini is targeting April or May for the strategic plan to be released.
- b. MTDC Representative
 - i. The Montgomery County Chamber of Commerce has reappointed Jason Dowdy as the Chamber liaison.
 - ii. Craig Meadows will reach out for a new university representative.
 - iii. Per the bylaws, regularly absent appointees were discussed.
- c. Relocation of Christiansburg Office – Ribbon Cutting on Feb. 5 at 3pm
- d. RFP for “Seasons” Campaign
 - i. On January 9, 2020 the tourism board gathered via conference call to discuss moving forward with the winner of the RFP process. The process was completed by a committee including staff from the tourism office, the public information directors from the towns and county, as well as Heather Hall from Montgomery County Purchasing. BCF won the bid. The board came to a consensus to move forward with the contract for BCF subject to appropriation over two fiscal years.
 - ii. Randy Wingfield moves to affirm the conversation of conference call above. Marc Verniel seconds the affirmation. All say aye.
- e. Part-time position
 - i. The position has been posted again. The position was filled, but the applicant resigned due to another opportunity.

5. Grants

- a. None Applied for and non-received
- b. Our internal tourism marketing grant will open on February 1st.

6. New Business

- a. NRV Tourism Initiative
 - i. Fiscal participation. Could it be population based for payment?
 - ii. Partner with Onward NRV or with the Regional Commission for housing a staff person? Need a neutral organization. Clear that it's not their staff person.
 - iii. Pass along the document from the Community Block Grant.
 - iv. Should not take away from individual efforts, but where can we work together.
 - v. Next manager meeting with the regional commission on March 12th
- b. SWVA Single Ask
 - i. Invoice for FY20 still waiting
 - 1. Have continued conversation before paying it.
 - ii. SWVA has sent a packet for FY21 and an invoice
 - 1. Discuss when we plan next year's budget.
- c. Other
 - i. Randy Wingfield mentions that David Hagan is selling the lots by the Gateway Plaza. Asking for \$200,000 for the left outparcel by Food Lion.
 - ii. Motion made to retire to Closed Session under Code of Virginia 2.2-3712 A1 by Marc Verniel. Randy Wingfield seconds the motion. All say aye.
 - 1. Roll Call: Marc Verniel, Randy Wingfield, Craig Meadows
 - iii. Motion made to come out of Closed Session under the Code of Virginia 2.2-3712 A1 by Marc Verniel. Randy Wingfield seconds the motion. All say aye.
 - 1. Roll Call: Marc Verniel, Randy Wingfield, Craig Meadows

Meeting adjourned at 9:36 a.m.

Upcoming Meetings in 2020:

February 5, 2020- MCCC Ribbon-Cutting at Great Road on Main

April 29- Hospitality Awards at Great Road on Main

June 16- Tourism Summit at the Lyric Theatre

Tourism Board: No meeting in February, March 20, April 17, May 15, No meeting in June, July 17, August 21, September 18, October 16, November 20, December 18

MTDC: February 27, May 28, August 27, November 19

Tourism Partnership: February 27, May 28, August 27, November 19

Sport Advisory Group: February 27, May 21, August 27, November 19