

# Tourism Board Meeting Minutes

8:30 a.m. September 20, 2019

EcDev Conference Room, Montgomery County Government Center

**Attending:** Craig Meadows, Marc Verniel, Randy Wingfield, Lisa Bleakley

**Craig calls the meeting to order at 8:33 a.m.**

## **1. Agenda Approval**

Randy makes motion to accept the agenda as presented. Marc provides second. All aye. Motion carries.

## **2. Approval of Minutes from August 9 , 2019**

Marc makes motion to accept the agenda as presented. Randy provides second. All aye. Motion carries.

## **3. Financial Report**

Discussion of August Financial and August STR report. No abnormalities, no questions.

## **4. Old Business**

- a. MTDC Representatives- Lisa to Email Tom Norman with CYBM to ask for his interest in remaining on the MTDC as the Blacksburg Hotel representative. Email interest to Marc for reappointment consideration.
- b. Relocation of Christiansburg Office- Discussion of proposal. Concensus in moving forward with a written lease. Address a year-long utility cost agreement by the property owner.
- c. 50 Years of Love Promotion Status- In progress and doing well.
- d. Fall Study Tour- Discussion of tour itinary and dates for board member attendance.

## **5. Grants**

- a. Received full award of \$40,000 VTC Marketing Leverage Grant for FY20 Marketing Campaign. Overview provided. Minimal discussion at this time.

## **6. New Business**

- a. VT Strategic Plan Kickoff

## **7. Other**

- Lisa briefed the board on the Ovela situation and shared written communication between Ovela, their Attorney and the County Attorney.  
Marc made the motion to move forward with paying the \$1000 to Ovela for full release of agreement, pending discussion with the County Attorney on Wednesday September 25. Randy provided the second. All aye. Motion carries.
- The most recent US Travel report on Economic Impact of tourism in VA localities (2018) states that Montgomery County expenditures by travelers are up by 5% over 2017. This continues the upward trend for each of the past 6 calendar years (2013-2018) of the regional tourism program.
- Lisa mentioned the official resignation by Jack Hinshelwood, ED of The Crooked Road. The board is working the search for a new director as well as a long range plan for the organization.
- Lisa shared an appreciation note from Delegate Nick Rush upon the news of increasing tourism revenue in Montgomery County.
- Marc asked how we can work with VBR to help them fill gaps in information targeted to Hikers and Mountain Bikers; outside of organizational membership by our program/localities.
- Randy mentioned a conversation with the property owner of the Park and Ride parcels on Roanoke Street. He may be willing to donate a parcel to the Town. Randy will pursue and opt for the larger parcel. This would be in consideration for a Welcome Center proximate to 450 and 81.

**Upcoming Meetings in 2019:**

<b>Tourism Board:</b>	Oct. 18, Nov. 15, Dec. 13
<b>MTDC:</b>	Nov. 21
<b>Visitors Center Committee:</b>	Canceled. Need strategic work
<b>Tourism Partnership:</b>	Sept.26, Dec.11
<b>Sport Advisory Group:</b>	Oct. 10, Nov. 15