

# **Tourism Board Meeting Minutes**

**8:30 a.m. October 16, 2020**

**Via Zoom**

**(Phase 3 COVID)**

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

**Craig Meadows calls the regular meeting of the tourism board to order at 8:30 a.m.**

## **1. Agenda Approval**

- a. Motion by Marc Verniel to adopt the consent agenda. Randy Wingfield seconds the motion. All say aye. The agenda is adopted.

## **2. Approval of Minutes from August 21, 2020**

- a. Randy Wingfield makes a motion to approve the August 21, 2020 board minutes. Marc Verniel seconds the motion. All say aye. Minutes are approved.

## **3. Financial Report**

- a. September Financials
  - i. Lisa presents the financials for September 2020.
  - ii. No estimated budget yet from the towns for FY21. Tru Ups complete for FY20.
- b. Weekly STR reports for Sept. 27-October 3 and October 4-10
  - i. Lisa presents the STR report for July 25, 2020 to October 10, 2020.

## **4. Administrative**

- a. Christiansburg Park Advocacy
  - i. The Board doesn't feel it is appropriate for tourism staff or the tourism board to advocate publicly for the park, but the Montgomery County Tourism Development Council (MTDC) would be an option because they are a citizen and business led group.
  - ii. Jason Dowdy, the chair of the MTDC, should email the MTDC for a vote on advocating a letter of support for the park project.

## **5. Grants**

- a. CARES Act Coronavirus Relief- Marketing Progress
  - i. In the works with the Sunshine and Bourbon Agency. Currently working on the recovery marketing plan. The tourism office is meeting once a week via Zoom with the agency.
- b. DHCD CDBG grant with Visit NRV partners
  - i. DHCD cut out the education portion that was submitted in the grant.
  - ii. Each of tourism DMO's from the four counties of the NRV, excluding Radford, are the project supervisors with New River Valley town staff as a review committee.
  - iii. The tourism offices will look for other ways to meet the education needs.
- c. John E. Dooley Student Engagement Grant- PhD student work on "Life and Leisure: A Digital Photo Voice Project".
  - i. Charis Tucker from the Hospitality and Tourism Management department of Virginia Tech reached out to the tourism office for support with the grant. One of the goals is to connect with a new travel group and see what they are looking for in a destination.
- d. Update to the Civil War Trail signs.
  - i. Three Civil War informational signs are sponsored by the tourism office for maintenance needs and marketing in the brochures and on the official Civil War Trails website. Drew Grubber, director, reached out to update the content on the signs. Chris Sanchez, director of the Christiansburg Institute, and Ryan Spencer, director of Historic Smithfield, have been pulled into the conversation to expand upon the narrative and story for the signs.

- ii. Reach out to the Blacksburg museum foundation for the origin of the cemetery sign and for updating it. Let the cemetery committee know it's happening to keep them in the loop.
- iii. Some great historical stories in Christiansburg about historical buildings and impacts by the Civil War and stories that we've been told.

**6. Discussion**

**7. Other**

- a. Lisa to follow up via email about the annual presentations in the new year to the town councils and board of supervisors.

**Meeting adjourned at 9:37 a.m.**

**Upcoming Meetings in 2020:**

**Tourism Board:** November 20, December 18

**MTDC:** November 19

**Tourism Partnership:** December 9

**Sport Advisory Group:** November 19