

Tourism Board Meeting Minutes

8:30 a.m. November 20, 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 8:40 a.m.

1. Agenda Approval

- a. Motion made 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 October 16, 2020

- a. Randy Wingfield makes a motion to approve the October 16, 2020 board minutes. Marc Verniel seconds the motion. All say aye. Minutes are approved.

3. Financial Report

- a. October Financials
 - i. Lisa presents the financials for October 2020
 - ii. Lisa to set a meeting with the finance directors to look into a proposed amended budget in January 2021.
- b. Weekly STR report since October meeting to November 18
 - i. Lisa presents the STR reports since the previous meeting in October.
 - ii. Christiansburg has provided a few tentative dates for sports and swim meets that might occur this year. This has the potential to help out with hotel occupancy.

4. Grants

- a. Visit NRV received a 20K grant for a PBS sponsorship.
 - i. There is no cash match required for the grant.
- b. Active grant projects: WanderLove, NRV DHCD Recovery Grant, Mont. CO Regional CARES funded Tourism Recovery, John Dooley Student Engagement Grant
 - i. Lisa updates the board on the grants/ projects and their current statuses.
 - ii. Randy Wingfield updates that the Town of Christiansburg council approved the tourism Cares funding for the tourism recovery campaign.

5. Directors Report

- a. Presentations
 - i. Jason Dowdy presented to the Christiansburg Town Council on October 27th for the Montgomery County Tourism Development Council's support in the future park.
- b. Interpretative Historical Signs in Montgomery County
 - i. Lisa updates on the progress and discussions being held to somewhat form a committee to handle any kind of historical sign updates. Board agrees it should be county-wide and approves moving forward with an exploratory meeting to include the planning directors of the county and towns.
- c. Huckleberry Trail Signage
 - i. Beth Loman has been in contact with the tourism office to keep the office updated on new signage by the Friends of the Huckleberry. Lisa brings the sign project onto the board's radar.

- d. Rally Reunite Representative
 - i. Lisa has been approached to take on the responsibility to be a representative on a DHCD on SWVA Rally committee. She will replace Ellie Travis (DCI) who had to step down. Board is fine with this as long as time permits.
- e. S&B Tourism Recovery status
 - i. Weekly meetings are still occurring.
- f. January Town Councils and Board of Supervisor updates scheduled: January 19 at 11am, Blacksburg; January 25 at 6pm, Montgomery County; January 26 at 7pm, Christiansburg.

6. Discussion

- a. FY 21 Budget amendment
 - i. January would be good to look at for amendments with the finance directors for a holistic view of what the true-ups will actually look like and any actions needed to balance the budget out. The finance directors should focus on appropriations for this year and also budgeting for next fiscal year.
 - ii. Lisa presents notes and potential adjustments on line items that require amendments in the fiscal year 2021 budget.
- b. Preparing for FY 22 Budget discussion
 - i. Hold off on this discussion until finance directors are prepared.
- c. Calendar year 2021 Meeting Schedules
 - i. Keep the meeting schedule as previous years.
 - ii. Don't adjust the MTDC meeting time. Marc will figure out who the contact person from the town should be to attend the meetings since he is unavailable.

7. Closed Meeting under Section 2.2-3711. A1 of the Code of Virginia as related to personnel.

- a. Motion to retire to Closed Session 2.2-3711. A1 as related to personnel made by Marc Verniel. Randy Wingfield seconds the motion. All say aye.
 - i. Roll Call: Marc Verniel, Randy Wingfield, and Craig Meadows.
- b. Motion to come out of Closed Session 2.2-3712. made by Marc Verniel at 9:45 a.m. Randy Wingfield seconds the motion. All say aye. Marc Verniel moved to certify that only such business matters as were lawfully exempted from open meeting were heard, discussed, or considered by the Tourism Operating Board, in accordance with Section 2.2-3711 A1; Randy Wingfield seconded. Affirmative votes were cast by Marc Verniel, Randy Wingfield, and Craig Meadows to certify the closed meeting.

Meeting adjourned at 9:46 a.m.

Upcoming Meetings in 2020:

Tourism Board: December 18

MTDC: November 19

Tourism Partnership: December 9

Sport Advisory Group: November 19