



**Tourism Board Meeting**  
Aug 18, 2016  
8:00 am  
Visitors Center Conference Room

**AGENDA**

- |       |   |                             |
|-------|---|-----------------------------|
| I.    | Call to Order   | Dan Martin, Chairman        |
| II.   | Roll Call   | Renee Bayliss               |
| III.  | Approval of Minutes – July 14, 2016                               |                             |
| IV.   | Executive Director’s Report                                       | Justin Kerns, Exec Director |
| V.    | Committee Reports   |                             |
|       | a. Marketing Committee  | Sharon & Kristen            |
|       | b. Branding Committee   | Andy & Priya                |
|       | c. Bylaws Committee   | Dan & Karen                 |
| VI.   | Unfinished Business   |                             |
|       | a. Recap of Family Travel with Colleen Kelly filming              | Justin Kerns                |
|       | b. ABC License / Local Beer & Wine Sales progress                 | Justin Kerns                |
|       | c. VACVB Legislative Committee Chair Update                       | Justin Kerns                |
| VII.  | New Business  |                             |
|       | a. Artisan Trail Inaugural Celebration on Sept 8                  | Karen Helm                  |
| VIII. | Presentation: Rebranding Overview by David Mikula & Heather Young |                             |
| IX.   | Public Comments   |                             |
| X.    | Next Meeting: Sept 15, 2016, 8:00 am                              |                             |
| XI.   | Adjournment   |                             |