



Tourism Board Meeting
February 16, 2017
8:00 am
Visitors Center Conference Room

AGENDA

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|-------|--|-----------------------------|
| I. | Call to Order | Dan Martin, Chairman |
| II. | Roll Call | Renee Bayliss |
| III. | Approval of Minutes – January 19, 2017 | |
| 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 |
| | d. MATPRA Marketplace Taskforce | Karen & Mary |
| VI. | Unfinished Business | |
| | a. 2017 Visitor Guide Update | Justin and Renee |
| VII. | New Business | Justin |
| | a. National Trust for Historic Preservation solicitation | |
| | b. Update on tourism-related state legislation via VRLTA | |
| | c. Beer/wine/cider Visitor Center sales update/launch | |
| | d. 2017 Tourism Board member terms / openings | |
| VIII. | Public Comments | |
| IX. | Next Meeting: March 16 | |
| X. | Adjournment | |