



**Tourism Board Meeting**

May 26, 2016

8:00 am

Visitors Center Conference Room

**AGENDA**

- |       |   |                             |
|-------|---|-----------------------------|
| I.    | Call to Order   | Becky Ebert, Chairman       |
| II.   | Roll Call   | Renee Bayliss               |
| III.  | Approval of Minutes – April 21, 2016                                    |                             |
| IV.   | Executive Director’s Report   | Justin Kerns, Exec Director |
| V.    | New Business  |                             |
|       | a. Summer VTC Grant Application   | Justin                      |
|       | b. Committee updates  |                             |
|       | i. Marketing  | Sharon & Kristen            |
|       | ii. Nominating Committee / Appointments                                 | Becky                       |
|       | iii. New Committee Formation (as needed)                                | Becky/Justin                |
| VI.   | Old Business  |                             |
|       | a. Top of Virginia Artisan Trail Update                                 | Karen Helm                  |
|       | b. Regional Initiatives Update (Shenandoah Valley)                      | Justin Kerns                |
| VII.  | Presentation: Justin Kerns on takeaways from 2016 STS Marketing College |                             |
| VIII. | Public Comments   |                             |
| IX.   | Next Meeting: June 16, 2016, 8:00 am                                    |                             |
| X.    | Adjournment   |                             |