



**Tourism Board Meeting**  
April 19, 2018  
8:00 am  
Visitors Center Conference Room

**AGENDA**

- |       |   |                             |
|-------|---|-----------------------------|
| I.    | Call to Order   | Dan Martin, Chairman        |
| II.   | Roll Call   | Renee Bayliss               |
| III.  | Approval of Minutes – March 15, 2018  |                             |
| IV.   | Executive Director’s Report   | Justin Kerns, Exec Director |
| V.    | Committee Reports   |                             |
|       | a. Marketing Committee  | Sharon & Kristen            |
|       | b. Strategic Plan Ad-Hoc Committee  | Mary & Dan                  |
|       | c. Board Appointment & Nominations Committee  | Andy & Karen                |
| VI.   | Unfinished Business   |                             |
|       | a. Website refresh update   | Renee                       |
|       | b. Tourism Ambassador program update  | Justin                      |
|       | c. LOVEworks Program update   | Justin                      |
| VII.  | New Business  |                             |
|       | a. Perception & Awareness Study Results   | Justin                      |
| VIII. | Special guest presentation – Sean Murphy from the Virginia Center for Literary Arts |                             |
| IX.   | Public Comments   |                             |
| X.    | Next Meeting: May 17, 2018  |                             |
| XI.   | Adjournment   |                             |