



**Tourism Board Meeting**  
December 21, 2017  
8:00 am  
Visitors Center Conference Room

**AGENDA**

- |       |  |                             |
|-------|--|-----------------------------|
| I.    | Call to Order  | Dan Martin, Chairman        |
| II.   | Roll Call  | Renee Bayliss               |
| III.  | Approval of Minutes – November 16, 2017                                      |                             |
| IV.   | Executive Director’s Report  | Justin Kerns, Exec Director |
| V.    | Committee Reports  |                             |
|       | a. Marketing Committee   | Sharon & Kristen            |
| VI.   | Unfinished Business  |                             |
|       | a. Website refresh update  | Renee                       |
| VII.  | New Business   |                             |
|       | a. STS Fall Forum Report   |                             |
|       | b. LOVEworks program interest  |                             |
|       | c. Tourism Ambassador program  |                             |
|       | d. FY 2019 Budget review   |                             |
| VIII. | Short presentation / introduction by Stephanie Lillard from Virginia Tourism |                             |
| IX.   | Public Comments  |                             |
| X.    | Next Meeting: January 18, 2017   |                             |
| XI.   | Adjournment  |                             |