



Tourism Board Meeting
March 15, 2018
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 – February 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 | |
| VI. | Unfinished Business | |
| | a. Website refresh update | Renee |
| | b. Tourism Ambassador program update | Justin |
| | c. LOVEworks Program update | Justin |
| VII. | New Business | |
| | a. Kyle Petty’s Ride Across America event update | Justin |
| VIII. | Special guest presentation – Rick Copeland from Misty Mountain Meadworks | |
| IX. | Public Comments | |
| X. | Next Meeting: April 19, 2018 | |
| XI. | Adjournment | |