



Tourism Board Meeting
November 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 – October 19, 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. VA-1 Conference Report | |
| | b. Tourism Strategic Plan ad-hoc committee | |
| | c. Plan for presenting new branding & ad campaign | |
| VIII. | Short presentation / introduction by Stephanie Lillard from Virginia Tourism | |
| IX. | Public Comments | |
| X. | Next Meeting: December 21, 2017 | |
| XI. | Adjournment | |