



**Tourism Board Meeting**  
October 19, 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 – August 17, 2017                                   |                             |
| IV. Executive Director’s Report  | Justin Kerns, Exec Director |
| V. Committee Reports   |                             |
| a. Marketing Committee   | Sharon & Kristen            |
| b. MATPRA Marketplace Taskforce Final Report                                 | Karen & Mary                |
| VI. Unfinished Business  |                             |
| a. Website refresh update  |                             |
| VII. New Business  |                             |
| a. Southeast Tourism Society Board of Directors appointment                  |                             |
| b. Create Tourism Strategic Plan ad-hoc committee                            |                             |
| c. Tourism Ambassador Program creation for early 2018                        |                             |
| VIII. Public Comments  |                             |
| IX. Next Meeting: November 16, 2017 with special guest from Virginia Tourism |                             |
| X. Adjournment   |                             |