



Travel and Recreation Council Agenda

Thursday, March 21, 2024 | 10:00 am – 12:00 pm
at Okemo Mountain Resort (Cornerstone Room, Jackson Gore Inn, 111 Jackson Gore Rd, Ludlow, VT)
Please [RSVP](#) if you plan to attend in person.

To participate virtually, [Join here](#) for Microsoft Teams or call 802-552-8456
Phone Conference ID: 757 015 377#

Time	Topic	Discussion Lead(s)
10:00 am	Call to Order <ul style="list-style-type: none"> • Introductions from TRC Board Members 	Amy Spear
10:10 am	Welcome from our Co-Host: <ul style="list-style-type: none"> • Okemo Mountain Resort 	Bruce Schmidt
10:20 am	Legislative Session: <ul style="list-style-type: none"> • Issue Updates • Tourism Economy Advocacy Platform 	Amy Spear Molly Mahar
10:30 am	Guest Presentation: Development Counsellors Int’l (DCI) <ul style="list-style-type: none"> • Working with Social Media Content Creators and VDTM’s New Co-op Marketing Program 	Sara DeFilippi Daniella Middleton Ashley Kotar
11:00 am	Updates from our Co-Host: <ul style="list-style-type: none"> • Okemo Valley Regional Chamber of Commerce 	Carol Lighthall
11:10am	State of the Industry Updates & Discussion	TRC Board Members
11:30 am	Commissioner & Staff Reports <ul style="list-style-type: none"> • Commissioner’s Update • VDTM Staff Program Area Updates • ANR, AAFM, AOT Staff Program Area Updates 	Heather Pelham VDTM staff SOV staff
11:50 am	Around the Room <ul style="list-style-type: none"> • Updates and Announcements 	Open to All Attendees
12:00 pm	Adjourn	Amy Spear

There will be no regularly scheduled Travel and Recreation Council meeting in May.

For the latest updates, please plan to attend the [Annual Vermont Tourism Summit](#), May 8-10, 2024 at the Mount Snow Grand Summit Resort Hotel in West Dover, VT.

Next meeting:
Thursday, July 18, 2024 | 10:00 am – 12:00 pm
Location: TBD