

# Travel and Recreation Council Agenda

**Date:** Thursday, July 22, 2021

**Time:** 10am-12pm

**Duration:** 2hrs

**Location:** Shelburne Vineyards, 6308 Shelburne Rd, Shelburne, VT

**Please read/review in advance:**

- Agenda
- Call in option via Microsoft Teams: **(audio only)**
  - +1 802-552-8456
  - Conference ID: 613 731 322#

TRC Board Members (Current)		TRC Board Members (Stepping Down)	
1. Brian	Cain	9. Paula	Maynard
2. Wilfredo	Docto	10. Bill	Supple
3. Jody	Fried	11. Lauren	Masseria (AAFM)
4. Matt	Harrington	<b>SOV Designees</b>	
5. Jeff	Lawson	12. Heather	Pelham (VDTM)
6. Molly	Mahar	13. Nate	Formalarie (ACCD)
7. Amy	Spear	14. Jackie	Dagger (ANR)
8. Steve	Wright	15.	(AOT)

**Mission:** *This council shall advise the secretary of the agency of commerce and community development, and the secretary shall consult with the council, on matters relating to state travel and recreation policy, state travel and recreation promotion programs, and other programs of the department of tourism and marketing and assist the secretary in the agency's preparation of a long-term comprehensive state travel and recreation plan. (Establishing Statute: 10 V.S.A. § 652, Department: Commerce and Community Development-Tourism & Marketing)*

Time	Agenda Items	Materials/ Attachments	Facilitator	Purpose/Desired Outcome
10:00-10:10 (10min)	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Welcome from Chair</li> <li>• Introductions by Board Members</li> <li>• Participants in attendance</li> </ul>	<ul style="list-style-type: none"> <li>• Agenda</li> </ul>	Matt Harrington	Open meeting; learn of the people in the room
10:10 - 10:25 (15min)	<b>Meeting Opening</b> <ul style="list-style-type: none"> <li>• Review and agreement on agenda and consensus</li> <li>• Welcome and thank you from our hosts</li> <li>• Nominations and vote on new Board Chair</li> </ul>	<ul style="list-style-type: none"> <li>• Agenda</li> </ul>	Matt Harrington	Consensus on today's meeting agenda

Time	Agenda Items	Materials/ Attachments	Facilitator	Purpose/Desired Outcome
10:25 - 10:45 (20min)	<b>TRC Board Member Remarks</b> <ul style="list-style-type: none"> <li>• Thank you and Reflections: Bill Supple and Paula Maynard</li> <li>• Legislative Update: Molly Mahar</li> <li>• Canadian Border Update: Jeff Lawson</li> <li>• Lodging Member Updates: Brian Cain, Willie Docto, Steve Wright</li> <li>• Chamber/DMO Member Updates: Jeff Lawson, Matt Harrington</li> </ul>	•	Matt Harrington	Time for reflection for members leaving the Board; updates from Board Members on current state of recovery, emerging issues, items to flag for future consideration
10:45- 11:00 (15min)	<b>Commissioners Report; Staff and Agency Reports</b> <ul style="list-style-type: none"> <li>• Commissioner/VDTM Staff Update: <ul style="list-style-type: none"> <li>○ Summer Campaign</li> <li>○ Other VDTM Updates</li> </ul> </li> <li>• AAFM + FPR Updates</li> </ul>	•	Heather Pelham/ VDTM/SOV Agencies	To hear from Commissioner and staff, learn of new updates and decide what to do with those updates
11:00- 11:15 (15min)	<b>Vermont 250<sup>th</sup> Commission</b> <ul style="list-style-type: none"> <li>• Update from the Vice Chair of the Commission on plans to celebrate America's Semiquincentennial</li> </ul>	•	Jim Brangan	To learn from about statewide initiatives from industry partners
11:15 11:45 (30min)	<b>Regional Marketing Campaigns</b> <ul style="list-style-type: none"> <li>• Panel discussion on regional marketing activities; reflections on 2021 grant program and feedback for 2022 grant opportunity <ul style="list-style-type: none"> <li>○ Perspectives from Stowe, Middlebury, Rutland, more?</li> </ul> </li> </ul>	○	Heather Pelham	To learn about regional marketing initiatives from regional partners
11:45- 11:55 (10min)	<b>Heard Around the State</b> <ul style="list-style-type: none"> <li>• Additional updates from Board members or meeting attendees on regional or industry-specific activities</li> </ul>	○ Your events/ program	ALL	Build stronger state-wide relationships; knowledge of events
11:55- 12:00 (5min)	<b>Meeting Closure</b> <ul style="list-style-type: none"> <li>• Action items and decisions in meeting and general feedback <ul style="list-style-type: none"> <li>○ Decision to be made on future meeting dates</li> </ul> </li> </ul>	○	Matt Harrington	Effective closure