

# Travel and Recreation Council Agenda

**Date:** Thursday, March 18, 2021

**Time:** 10am-12pm

**Duration:** 2hrs

**Location:** Microsoft Teams Virtual Meeting

## TRC Board Members:

## VDTM Staff in Attendance:

**Please read/review in advance:**

- Agenda

First	Last Name	First Name	Last Name		First Name	Last Name
1. Brian	Cain	9. Bill	Supple		1. Sara	DeFilippi
2. Wilfredo	Docto	10. Steve	Wright		2. Jerri	Lamson
3. Jody	Fried	<b>SOV Designees</b>			3. David	Burnell
4. Matt	Harrington	11. Heather	Pelham (VDTM)		4.	
5. Jeff	Lawson	12. Nate	Formalarie (ACCD)		5.	
6. Molly	Mahar	13. Lauren	Masseria (AAFM)		6.	
7. Paula	Maynard	14.	(ANR)		7.	
8. Amy	Spear	15.	(AOT)		8.	

**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
10:00-10:05 (5min)	<b>Welcome</b> <ul style="list-style-type: none"> <li>• Welcome from Chair</li> <li>• Introductions by board members</li> </ul>	<ul style="list-style-type: none"> <li>• Agenda</li> </ul>	Matt Harrington	Open meeting; learn of the people in the room
10:05 - 10:10 (5min)	<b>Meeting Opening</b> <ul style="list-style-type: none"> <li>• Review of meeting purpose including desired outcomes/deliverables; new formats</li> <li>• Review and agreement on agenda and consensus</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
10:10 - 10:15 (5min)	<b>TRC Board Membership</b> <ul style="list-style-type: none"> <li>Welcome Jeff Lawson</li> <li>Opportunities for nominations</li> </ul>	<ul style="list-style-type: none"> <li>Notes</li> </ul>	Matt Harrington	Discuss opportunity presented by two open board seats expected in June
10:15- 10:40 (25min)	<b>Legislative Update</b> <ul style="list-style-type: none"> <li>Legislative – Mid Session Review</li> <li>Federal Relief Preview</li> <li>Other Challenges/Opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Notes</li> </ul>	Molly Mahar/ Amy Spear	To hear from legislative liaisons, learn of new updates and decide what to do with those updates
10:40- 11:25 (45min)	<b>Commissioners Report; Staff 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> <li>AAFM + FPR Updates</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Notes</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
11:25 11:40 (15min)	<b>Brainstorm on post-COVID Priorities and Investments</b> <ul style="list-style-type: none"> <li>How do we think big? With an historic amount of investment dollars available, how do we best build our tourism infrastructure?</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	Heather Pelham	Discuss opportunity presented by possible American Rescue Plan funding
11:40- 11:55 (15min)	<b>Heard Around the State</b> <ul style="list-style-type: none"> <li>Board member updates in regions and industries</li> </ul>	<ul style="list-style-type: none"> <li>Your events/ program</li> </ul>	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>Review scribe notes, action items and decisions in meeting and general feedback</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	Matt Harrington	Effective closure

**Next Meeting:**  
**Thursday, May 20, 2021 (10am)**