

Travel and Recreation Council Agenda

Date: Thursday, September 23, 2021

Time: 9am-11am

Duration: 2hrs

Location: National Life Campus, 6th Floor Conference Room, Montpelier, VT

Please read/review in advance:

- Agenda
- Virtual option via Microsoft Teams:
 - [Click here to join the meeting](#)
- Call in option
 - +1 802-552-8456
 - Conference ID: 350 117 104#

TRC Board Members (Current)		TRC Board Members (Stepping Down)	
1. Brian	Cain	9. Vacant	
2. Wilfredo	Docto	10. Vacant	
3. Jody	Fried	SOV Designees	
4. Matt	Harrington	11. Heather	Pelham (VDTM)
5. Jeff	Lawson	12. Nate	Formalarie (ACCD)
6. Molly	Mahar	13. Anson	Tebbetts (AAFM)
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
9:00-9:05 (5min)	Welcome <ul style="list-style-type: none"> • Welcome from Chair 	<ul style="list-style-type: none"> • Agenda 	Amy Spear	Open meeting
9:05 - 10:00 (55min)	Guest Speaker <ul style="list-style-type: none"> • Part of "The Road Ahead Webinar Series" from the Vermont Convention Bureau: Nicole Junas Ravlin will speak on Crisis PR 	<ul style="list-style-type: none"> • Agenda 	Jeff Lawson	Learn from professionals throughout the industry

Time	Agenda Items	Materials/ Attachments	Facilitator	Purpose/Desired Outcome
10:00- 10:20 (20min)	Commissioners Report; Staff and Agency Reports <ul style="list-style-type: none"> • Commissioner/VDTM Staff Update: <ul style="list-style-type: none"> ○ Summer/Fall Campaign ○ Other VDTM Updates • AAFM + FPR Updates 	•	Heather Pelham/ VDTM/SOV Agencies	To hear from Commissioner and staff, learn of new updates and decide what to do with those updates
10:20 10:40 (20min)	Report out from Tourism Recovery Roundtable Meetings <ul style="list-style-type: none"> • Discussion on major themes heard and next steps from roundtable meetings held in Manchester, Stowe and Rutland 	○	Heather Pelham / Amy Spear	To learn about feedback received from regional and industry partners
10:40- 10:55 (15min)	Heard Around the State <ul style="list-style-type: none"> • Additional updates from Board members or meeting attendees on regional or industry-specific activities 	○ Your events/ program	ALL	Build stronger state-wide relationships; knowledge of events
10:55- 11:00 (5min)	Meeting Closure <ul style="list-style-type: none"> • Action items and decisions in meeting and general feedback <ul style="list-style-type: none"> ○ Decision to be made on future meeting dates 	○	Amy Spear	Effective closure