

**TRC Takeaways, July 19, 2018, Jay Peak, Vermont**

**Vicky Tebbetts, Chair, Vermont Travel Recreation Council**

**Bi-Monthly Meeting, Vermont Department of Tourism and Marketing**

**ATTENDEES:**

- Berns, Ronda
- Cain, Brian
- Cook, Steve
- DeFilippi, Sara
- DelRoss, Hilary
- Docto, Willie
- Knight, Wendy
- Mahar, Molly
- Masseria, Lauren
- Maynard, Paula
- Pelham, Heather
- Simard, Tim
- Smith, Susan
- Supple, Bill
- Tebbetts, Vicky
- Wright, Steve

**Actions Items from Meeting:**

<b>ACTION ITEMS</b>	<b>OWNER(S)</b>	<b>DEADLINE</b>	<b>STATUS</b>
Sign up for VDTM’s new quarterly industry enews for international marketing	Businesses/parties interested in international marketing	Ongoing	Sign up here: <a href="http://accd.vermont.gov/tourism/international-marketing-quarterly-newsletter-sign-up">http://accd.vermont.gov/tourism/international-marketing-quarterly-newsletter-sign-up</a>
Suggest locations and highlights for Capital for the Day – Governor’s Traveling Cabinet meetings	TRC Members and interested parties	Contact Wendy as soon as possible with locations or for schedule updates.	Current plans are for Franklin County on August 7, and Bennington at the end of August
Consider potential regional or sector-based promotion projects that could	TRC Members and tourism leaders	For discussion at the September 20 TRC meeting;	Open

ACTION ITEMS	OWNER(S)	DEADLINE	STATUS
be the target of legislative funding		Molly Mahar to facilitate	

**Meeting Summary:**

1. Introductions and Welcome: The following individuals were appointed, or reappointed, by Governor Scott for FY 2019: Paula Maynard, Hildene; Bill Supple, Richmond; Matt Harrington, Bennington Chamber of Commerce; Molly Mahar Kerr, SkiVermont; Brent Curtis, VTrans.
2. VDTM – Wendy Knight, Commissioner
  - With the hire of Sarah DeFilippi, Sales & Marketing Specialist, VDTM is refreshing and refocusing its international marketing efforts.
  - The Stay-to-Stay relocation program is hosting two more weekends in August and October in Rutland, The Shires/Bennington, Burlington and Manchester. Planning to expand the program to more locations in 2019.
  - Canadian border crossing numbers are up.
3. Staff Reports
  - Steve Cook, Deputy Commissioner: Cabot and Ski Vermont, as well as some smaller partners, are back in for 2019 marketing partnerships. VDTM worked with the City of Newport on their Centennial and released digital media to welcome Canadians to Vermont on Canada Day. The US Open of Mountain Biking will draw thousands and it begins in Killington on August 1. Middlebury College is archiving all issues of Vermont Life in a searchable database and is doing a research project informed by Vermont Life Magazine content.
  - Tim Simard, Communications Director: A military journalist is doing a story on Vermont military discounts, the Canadian Beer Podcast is coming to Vermont and focusing on up-and-coming businesses, VDTM continues to fine-tune its social media influencer relationships, and more engagement on social media including channel takeovers by region is planned.
  - Hilary DeRoss, Heritage and Recreation Specialist: The Lake Champlain Tasting Trail has launched and will tie in to Canada to expand to an International Tasting Trail. The Canadian/Northeastern Governors Association is meeting in mid-August.
  - Sarah DeFilippi, Sales & Marketing Specialist: VDTM is hosting a FAM tour from the United Kingdom and was part of an executive order and sister-state partnership to encourage tourism to and from Japan. They are considering choices for an international travel summit to replace Discover New England.
  - Heather Pelham, Chief Marketing Officer: On behalf of ThinkVT economic development, press coverage from the Remote Worker and Stay-to-Stay programs have generated nearly 1000 articles, and nearly 7500 signups for the “802 and You” residential and business recruitment email list.

4. 2018 Legislative Session Recap and Looking Forward to 2019: Molly Mahar from SkiVermont and the group discussed 2018 legislative victories and how to help the Legislature understand the impact of tourism in Vermont, and the value of the investment of state dollars in tourism marketing. As a next step, the Council will provide feedback on VDTM's FY 2019 marketing plans and review potential special projects in the context of the likelihood of funding success.
5. Workforce Development/Jay Peak Employee Recruitment Campaign: Steve Wright and staff presented on motivation, deployment and impacts of their employee recruitment campaign, followed by a tour.

Meeting adjourned at Noon for lunch and tour.

*Next Meeting:* September 20, 2018 | 9:00 – 11:00 am | Calvin Coolidge Conference Room, VDTM