

Vermont Travel & Recreation Council Meeting

January 18, 2018

9:00 – 11:00 AM

**National Life Campus
6th Floor Conference Room
Montpelier, VT**

Attendees: TRC Members
Open/Public meeting

Please read: Meeting Summary from previous meeting

TIME	TOPIC	PRESENTER
9:00 am – 9:07 am	Introductions and Welcome Introduce Molly Mahar Kerr from SkiVT & New appointee Lauren Masseria from AG	Vicky Tebbetts, TRC Chair & Wendy Knight, VDTM Commissioner
9:07 am – 9:10 am	Meeting Minutes	Vicky Tebbetts, TRC Chair
9:10 am – 9:35 am	Commissioner's Report - Including economic development tourism marketing, cross-border Canada travel & DNE Legislative Initiatives	Wendy Knight, VDTM Commissioner Tayt Brooks, Director of Affordability and Economic Initiatives, State of Vermont
9:35 am – 9:45 am	Vermont Life Magazine Update	Brian Cain, TRC Member
9:45 am – 10:05 am	VDTM Staff Reports	VDTM Staff Members
10:05 am – 10:30 am	Marketing Outside Vermont: ThinkVermont	Heather Pelham, CMO & Elaine Sopchak, ThinkVermont Project Manager
10:30 am – 11:00 am	Around the Horn	TRC Members and Meeting Attendees

Coffee and tea will be available.

Subsequent Meeting: March 15, 2018 | 9:00 am – 11:00 am | Calvin Coolidge Conference Room