

TRC Takeaways, 9 – 11 am, September 20, 2018, Montpelier, Vermont
Vicky Tebbetts, Chair, Vermont Travel Recreation Council
BiMonthly Meeting, Vermont Department of Tourism and Marketing

Attendees: Vicky Tebbetts
Wendy Knight
Steve Cook
Karen Ballard
Rachel Vandenberg
Hans Van Wees
Ray McKenzie
Erin Bombard
Laurie Parette
Chris Sluicer
Paula Maynard
Amy Morrison
Bill Supple
Craig Whipple
Brian Cain
Willie Docto
Molly Mahar

Actions Items from Meeting:

ACTION ITEMS	OWNER(S)	DEADLINE	STATUS
Use VDTM official hashtags on social media: #Vermont and #ThisisVT	Vermont tourism industry	Ongoing	Open
Creation and use of tourism impact infographics	Commissioner Knight, Ken Jones, Tourism Industry members	Nov. 1st	Wendy/staff to send to TRC member when available.

Meeting Summary:

1. Introductions and Welcome: Willie requested that Matt Harrington be added to the meeting attendance roster in the July Takeaways. Pending that change, Brian moved to approve the minutes, seconded by Molly. The minutes passed unanimously.

2. VDTM – Wendy Knight, Commissioner
 - Wendy announced that Robynn Beams will be joining the department as a part-time videographer. A new communications director will be joining the department shortly.
 - The tourism budget proposal for the 2019 legislative session is for level funding. This will result in less money to spend on marketing because fixed costs within that budget continue to rise. However, they are also proposing one-time funding for special projects including the Stay-to-Stay program and a fund to support partners' events.
 - Wendy and Ken, the economic research analyst, are creating infographics to share with the industry and legislators.
 - Ways to bring tourism to the forefront of legislative events was discussed. The Mad River Valley is having a candidates' event focusing solely on tourism.

3. VDTM – Steve Cook, Deputy Commissioner
 - Steve presented a marketing recap, including VDTM's recent experience and data with email marketing, social media marketing, paid media and website analytics.
 - Group discussed their experience in marketing analytics and content.
 - Steve and Wendy presented the autumn campaign theme, "It's Time for Vermont."

Meeting adjourned at 11:10 am.

Next Meeting: November 15, 2018 | 9:00 – 11:00 am | Calvin Coolidge Conference Room, VDTM