

Vermont Travel & Recreation Council Meeting

January 17, 2019

9:00 a.m. – 11:00 a.m.

**Location: Calvin Coolidge Conference Room - Sixth Floor
1 National Life Drive – Deane C. Davis Building, 6th Floor
Montpelier**

Members Present:

Ronda Berns – Vermont Chamber of Commerce
Brian Cain – Capitol Plaza
Willie Docto – Vermont Gay Tourism Association
Matt Harrington – Bennington/Manchester Chamber
Wendy Knight – Commissioner, Dept. of Tourism & Marketing
Paula Maynard – Hildene, The Lincoln Family Home
Amy (Morrison) Spear – Stowe Area Association
Bill Supple – VOREC and Vermont Outdoor Alliance Member
Vicky Tebbetts - Owner, VT Marketing & Communications – TRC Chair

Others Present:

Karen Ballard – VT Attraction Association
David Burnell – VDTM Marketing Coordinator
Sara DeFilippi – VDTM Sales & Marketing Specialist
Hilary DelRoss – VDTM Heritage and Recreation Specialist
Megan Duni – VT Fish & Wildlife Dept.
Nate Formalarie – VDTM Communications Director
Jerri Lamson – VDTM Financial Administrator
Ray McKenzie – Vermont Connect
Lauren Masseria – VT Dept of AG
Bill Moore – Central VT Chamber of Commerce
David Smith – Captive Video Storytelling
Laura Parette – Revitalizing Waterbury
Heather Pelham – State of Vermont Chief Marketing Officer
Adam Rowe – Ski Vermont
Chris Sluicer – NBC5

Actions Items from Meeting:

ISSUE	OWNER(S)	DEADLINE	ACTION
Nate Formalarie, Communications Director, seeks content (images, video, and copy).	Vermont tourism industry	Ongoing	Add Nate Formalarie to distribution lists or send photos: Nate.Formalarie@vermont.gov
Tourism businesses invited to join Commissioner's Hospitality Workforce working group; currently identifying workforce development focus areas.	Tourism industry	Spring 2019	Email Wendy Knight to join or for more info: Wendy.knight@vermont.gov
New tourism economic impact infographics created by the CMO are available for members and legislator outreach; new tourism benchmark study also available.	Commissioner Knight, Ken Jones, Tourism Industry members	Legislative Session 2019	Contact Wendy Knight for infographics; for tourism benchmark report see Vermont Partners: https://accd.vermont.gov/tourism
Administrative proposal to reduce regulations for smaller properties and make the health and safety regulations consistent for existing licensed facilities will need support of the tourism industry.	TRC Members, VDTM, Vermont tourism industry		Email Wendy Knight for more info: Wendy.knight@vermont.gov Important for lodging properties to convey their support.
VDTM attending several international trade shows this spring. Businesses interested in international travel can get updates through VDTM's quarterly international enews.	Tourism industry	Ongoing	To sign up contact: VDTM contact Sales & Marketing Specialist Sara DeFilippi (Sara.DeFilippi@vermont.gov).

ISSUE	OWNER(S)	DEADLINE	ACTION
H.298 -- Tourism Funding Formula	Rep Heidi Scheuermann	Before end of session	Members should reach out to their legislators to support the bill
H.101 -- Events Marketing Fund	Rep Heidi Scheuermann	Before end of session	Members should reach out to their legislators to support the bill

Meeting Summary:

1. VDTM – Wendy Knight, Commissioner
 - The latest tourism benchmark study is live on Vermont Partners. See link in Action Items above. In 2017, tourism in Vermont brought in more than \$2.8 billion.
 - The Hospitality Workforce Working Group is meeting and determining focus area. In February, they will hear from the Vermont Talent Pipeline. Email Wendy for more information or to join.
 - Deputy Commissioner position is open as leadership works with the opportunity to enhance and integrate marketing across the enterprise.

2. Legislative – Amy Spear, Wendy Knight and notes from Molly Mahar
 - As part of the Capital for a Day, Amy and the Stowe Area Association hosted a tourism legislative forum. Outcomes include two bills proposed by Rep. Heidi Scheuermann, for a tourism funding formula and two create an events marketing fund. (See Action item above)
 - A priority for the Governor that he will unveil during his Budget Address is a recruitment and relocation incentive package that includes an expansion of the Stay to Stay weekends.
 - Short term rental study will provide valuable information regarding owner-occupied rentals v. rentals unoccupied by owners.
 - Administration proposal to reduce certain regulations for lodging properties and make health and safety regulations consistent for existing licensed facilities needs support of the tourism industry. (see Action Item above).

3. Communications – Nate Formalarie, Communications Manager
 - Seeking quality over quantity with regard to social media activity. Videos help drive quality engagement – send Nate content (see Action Items above).
 - Focusing on unified messaging and developing a content calendar in an effort to be more proactive.

- Also trying to better coordinate with media ahead of time on stories; seeding and pitching.
 - Looking at expanding the @ThisisVT concept to organizations and communities; using Twitter and Instagram Stories as channels.
4. Advertising – Karen Fahey, Karen Fahey Advertising, and David Burnell, Marketing Coordinator
- Karen Fahey gave a presentation on VDTM’s fall advertising campaign.
 - Building video and image assets is a priority for VDTM. Reflecting diversity in campaigns is also a priority.
 - David Burnell presented two campaign concepts for 2019: “Make yourself at home in Vermont” and “Less Distraction”
 - Members gave feedback on concepts around and discussed what it means to come to Vermont to disconnect.
5. International Update – Sara DeFilippi, Sales & Marketing Specialist
- This spring Sara is attending international summits in Savannah and Washington DC, and IPW.
 - Sign up for her quarterly enews (see Action Items).

Meeting adjourned at 11:05 am.

Next Meeting: March 21, 2019 | 9:00 – 11:00 am | Calvin Coolidge Conference Room, VDTM