

**Travel Recreation Council meeting Takeaways, Vermont Department of Tourism & Marketing
 9 – 11 am, March 21 2019, Montpelier, Vermont
 Vicky Tebbetts, Chair, Vermont Travel Recreation Council**

Actions Items from Meeting:

ISSUE	OWNER	DEADLINE	ACTION
Tourism businesses invited to join Tourism Day at the State House, organized by Rep. Heidi Scheuermann (Stowe).	Vermont tourism industry	April 3	Email Rep. Heidi Scheuermann for more info: Heidi@HeidiScheuermann.com
Legislative outreach and advocacy need for tourism issues: 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	Now till end of the 2019 legislative session.	Infographic and talking points emailed to members and supporters March 25; also see Vermont Partners: https://accd.vermont.gov/tourism
Nate Formalarie, Communications Director, has set up an ImageRelay page where tourism businesses can share photography. Also seeking video content.	Vermont Tourism Industry	Ongoing	See Agency of Commerce “Promote Your Business” page .

Meeting Summary:

1. VDTM – Wendy Knight, Commissioner
 - Heather Pelham, formerly the CMO, has been hired as VDTM’s Deputy Commissioner. She will assume a dual role as Chief Marketing Executive and Deputy Commissioner. A new CMO/Creative Services Director will be added to the team.
 - VDTM is working on the summer campaign. The theme is “Make Yourself at Home.”
 - Tourism Day at the State House is April 3, the Accelerate New England Women hospitality conference is April 30 in Stowe.

2. Legislative – Wendy Knight, Molly Mahar, Ronda Berns
 - The industry needs to advocate for itself in the Legislature for tourism marketing funding.
 - Jerri will send to members and interested parties information and talking points for legislative events and advocacy.
 - H.298 includes a dedicated funding formula for tourism. Other proposals include a bill effecting recreational releases and waivers, online bookings, paid family leave and minimum wage.

3. Communications – Nate Formalarie, Communications Manager
 - A new emphasis on video content, features, and cross-platform posting has garnered 600,000 views in 6 months. VDTM’s part-time videographer is working on weekly and monthly video features. Focus areas include Vermont “makers,” unique accommodations, and downtowns.
 - Video content to share is welcome; Real Rutland and Made River Valley Taste Place have contributed some great content to date.
 - Social posts focused on Women’s History Month in March.
 - VDTM is being more proactive in reaching out to national media with story ideas. Recent pitches focused on women in craft beverage/food space.
 - The @ThisisVT concept will be relaunched in April; businesses, organizations and communities will be able to have weekly takeovers of @ThisisVT Twitter and Instagram Stories.
 - Nate is setting up press visits for African American and other ethnically diverse travel writers to explore the Upper Valley, from Windsor to Fairlee, as well as Route 7 Shelburne/Vergennes corridor in June.

4. Vermont Authors Project – Bill Shubart, Margot Mayor, Bridget (Intern)
 - Representing Vermont authors who write about Vermont, or books set in Vermont.

- Seeking opportunities to collaborate, including promoting Welcome Center book drop, hosting events or book libraries in tourism businesses.
- Will be in touch with Hilary DelRoss to facilitate integration into tourism community.
- See <http://www.vermontauthorsproject.org/>.

Meeting adjourned at 11:05 am.

Next Meeting: May 16, 2019 | 9:00 – 11:00 am | Calvin Coolidge Conference Room, VDTM