

## Vermont Travel & Recreation Council Meeting

May 16, 2019

9:00 a.m. – 11:00 a.m.

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

### **Members Present:**

Brian Cain - Capitol Plaza  
Matt Harrington – Bennington/Manchester Chamber  
Wendy Knight – Commissioner, Dept. of Tourism & Marketing  
Molly Mahar – VT Ski Areas Association  
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  
Steve Wright – Jay Peak

### **Others Present:**

Karen Ballard – VT Attraction Association  
Hilary DelRoss – VDTM Heritage and Recreation Specialist  
Nate Formalarie – VDTM Communications Director  
Jerri Lamson – VDTM Financial Administrator  
Ray McKenzie – Vermont Connect  
Laura Parette – Revitalizing Waterbury  
Heather Pelham – VDTM Deputy Commissioner, SOV Chief Mktg Officer  
Chris Sluicer – NBC5

**Actions Items from Meeting:  
Meeting Summary:**

ISSUE	OWNER	DEADLINE	ACTION
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 " <a href="#">Promote Your Business</a> " page.

**Meeting Summary:**

1. VDTM – Wendy Knight, Commissioner
  - VDTM is hiring a Creative Services Director as well as a new Economic Development position.
  - A recruitment and relocation bill in the Legislature may provide additional funds for the Governor’s initiative of transforming visitors to residents. At the same time the Vermont Talent Pipeline is sharing resources to engage and inspire employment of Vermont residents.
  - Rooms and meals tax for the last quarter was up; on track for an increase at the end of FY19.
  
2. “Vermont’s Demographic Challenge” - Presentation by Mathew Barewicz, Vermont Department of Labor.
  - Presentation included with meeting notes.
  
3. Marketing Campaign Updates and Review – Heather Pelham, David Burnell
  - Heather reviewed the winter campaign updates and impact on target audiences.
  - David review the creative for the summer campaign, based upon the “It’s Time for Vermont” theme, and showed panels launching today in South Station in Boston.
  
4. Staff Updates – Nate Formalarie, Hilary DelRoss, Sara DeFilippi  
*Nate Formalarie/Communications*
  - Videos of downtowns and Vermont “Makers” are achieving organic reach through shares on Facebook. The final maple sugaring video of

the season also did well. The goal of the videos is to connect viewers with stories.

- Next up for videos: Fishing, Bennington Potters, Bee's Wrap in Middlebury.
- Initiative to grow the email list with loyal readers will include a custom playlist for subscribing.
- The Governor recently held two press conferences that involved tourism.
- Journalists are coming to the Upper Valley and Bennington in June; Outside Magazine is doing a feature on biking in Vermont.
- Keep uploading photo submissions – Waterbury sent some great ones and it paid off when a reporter needed images immediately.

*Hilary DelRoss/Heritage and Recreation*

- New Byways map is out
- Updating the African American Heritage Trail info
- VDTM and seven Vermont outdoor gear businesses are headed to the Outdoor show in Denver this summer.

*Sara DeFilippi/International Sales*

- Press tours continue; UK Chef Tom Kerridge is coming to Vermont to film a series with Vermont products this summer.
- In partnership with Ski Vermont, she will be meeting with tour operators at IPW and the Receptive trade shows.
- Four tour operators from Japan are coming to Vermont in September as part as a New England-wide trip to experience the region and promote a new Tokyo – Montreal flight.

Meeting adjourned at 11:05 am.

*Next Meeting:* July 18, 2019 | On the road in Central Vermont – TBD

Attached: Vermont's Demographic Challenge