

Tourism Advisory Committee

Tuesday, August 9, 2016 – 9:30 a.m.

Meeting Room: Grey Roots Boardroom

- 1. Welcome and Call to Order**
- 2. Adoption of the Agenda**
- 3. Declaration of Pecuniary Interest**
- 4. Minutes of Meetings**
 - a. Tourism Advisory Committee meeting minutes dated March 3, 2016
- 5. Business Arising from the Minutes**
- 6. Action Plan – Updates**
 - a. Stakeholder Database Clean-up
 - b. Marketing Plan / Embrace the Brand
 - c. Tracking Success
 - d. Reorganize Tourism Staff Functions
- 7. Action Plan Discussion – Preparation for September 20 Outreach**

Summary Notes Attached

 - a. Topics for Partner Workshops, Education, Training
 - b. Key Metrics for Measurement From Business Survey
- 8. Local Food Update**
- 9. Other Business**
- 10. Next Meeting Date**
 - a. September 21, 8:30 a.m. at _____
- 11. Adjournment**