



Tourism Advisory Committee Meeting Minutes from February 5, 2024

Present were: Dwayne Anderson, Neta Farmer, Mike Hennessy, Janice Thayer, Colton Williams, Janet Woolwine and staff members Tonya Triplett, Chad Thompson and Diana Blackburn.

Marketing Update – Tonya provided an update on the *Our State Magazine* and upcoming ads. Chad highlighted current projects and activities. Tourism is working with the town's IT department for an updated website that should launch early to mid-Summer. Diana shared that the Virginia Creeper Trail Welcome Center may be open on Easter weekend and open on the weekends beginning in April.

TAC Meeting Time/Location: With a consensus of members present at the February 5th meeting, future meetings will be held as follows:

- April 2, 2024: William King Museum of Art at 9am
- May 7, 2024: Virginia Highlands Small Business Incubator at 3pm
- June 4, 2024: The Arts Depot at 9am
- July 2, 2024: Virginia Highlands Small Business Incubator at 3pm
- August 6, 2024: Barter Theatre, Smith Stage at 9am
- September 3, 2024: Virginia Highlands Small Business Incubator at 3pm
- October 1, 2024: Virginia Highlands Small Business Incubator at 3pm
- November 5, 2024: Virginia Highlands Small Business Incubator at 3pm
- December 3, 2024: Barter Theatre, Smith Stage at 9am

Round Table Discussion: Tonya asked the committee what type of programming they would like to be included in the monthly meetings. Suggestions should be sent to Tonya.

Committee members provided updates on events and activities for their organization. Discussion about needed businesses in town, travel and tourism trends, and comparisons to Gatlinburg and Asheville.

Next Meeting: March 5, 2024

Meeting Adjourned