



**Tourism Advisory Committee Meeting
Minutes from May 7, 2024
Virginia Highlands Small Business Incubator @ 3pm**

Present were Dwayne Anderson, Neta Farmer, Mike Hennessy, Walter Jenny, Susan Mole, and Visitor Center staff members Chad Thompson and Diana Blackburn.

Marketing Update – Chad provided an update on marketing efforts for the past month, including Best of Abingdon awards, ad placement in My State and Northern Virginia magazines. Work on the new VisitAbingdon website is ongoing and will hopefully go live in August. Chad will be attending his second year of Marketing College (a 3-year program offered by the Southeast Tourism Society) and has received a scholarship to cover costs.

Diana provided an update on Visitor Center activities. The Creeper Trail Welcome Center is now open full-time hours (Thursday – Monday 10am-4pm).

Round Table Discussion: Committee members provided updates on events and activities for their organization/business.

Next Meeting: May 7, 2024: Virginia Highlands Small Business Incubator at 3pm

Future TAC Meeting Dates/Times/Location:

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