

TOWN OF ABINGDON
TOURISM ADVISORY COMMITTEE
Tuesday, July 2, 2024 at 3pm
Virginia Highlands Small Business Incubator
851 French Moore, Jr. Blvd, Abingdon, VA 24210
Meeting Minutes

A. Welcome

B. Roll Call

Members Present: Amber Fiorini, Danny Owen, David Dalton, Dwayne Anderson, Hana Eichin

Members Absent: Lisa Kestner Quigley, Neta Farmer, Tina Murray, Jessica Smith
Quorum Present? No

Administrative Staff Present:

Mike Cochran – Town Manager
Mayana Rice – Assistant Town Manager
Isaiah Thomas – Economic Development
Diana Blackburn - Abingdon Visitor Center
Chad Thompson - Tourism
Jamie Barker – Planning Tech

C. APPROVAL OF MINUTES: No Quorum Present

D. PUBLIC COMMENTS: None

F. AGENDA ITEMS

- **Review of TAC Committee Membership & Bylaws**

A review took place of the list of committee members and entities represented. Recommendation to decrease the total number of members from 15 down to 9 making it easier to have a quorum for future votes. The recommendation will be presented before the Town Council on July 8th.

- **Advertisement for Vacancies Update**

Advertising for vacancies will be posted and must remain open for 45 days

- **Election of Officers** – Tabled for lack of quorum
- **Member Updates**

Mr. Anderson stated that Jessica Smith has sold her business so that slot would need to be

reappointed. Several names were put forward as potential members.

G. OTHER BUSINESS/MATTERS NOT ON THE AGENDA

Chad Thompson stated that Abingdon has appeared in Southern Living Magazine twice in the last few months, listed as one of the top 15 most adorable small towns for a getaway.

The new Outdoor Adventure guide will be delivered on July 12, and the updated shopping and dining maps will be delivered the second week of July 2024.

Working to have all of guides and maps to also be digital so visitors can find the most up to date information online at any time.

The Red Phone Booth information kiosks located near the Visitor Center and the Virginia Creeper Trail Visitor Center will be stocked again soon.

The question was raised about having QR code in a window cling or sticker format to help people find more information about the Town and attractions.

The interview process for a new Tourism Coordinator is ongoing with several interviews upcoming.

Two new T-shirt designs available at both the Visitor Center and Creeper Trail Welcome Center.

H. NEXT MEETING

The next TAC meeting will be held on August 13, 2024, at 9:00 am at Barter Stage 2.

I. ADJOURNMENT

Adjourn Time 4:41 p.m.