



Tourism Advisory Committee
Wednesday, March 10, 2021
5:30 pm
OC Airport Terminal
Meeting Recap

Present: Phil Audibert, Sunnie Capelle, Beate Casati, Charlotte Cole, Lee Frame, Eric Hopwood, Mark Leach, Deanne Marshall, Bruce Monroe, David Solomon, Bethany Sullivan, Tim Sutphin, Marty VanSantvoord, Kenny White, Pam Young, Ted Vorhees, and Lori Landes-Carter.

1. **Call to Order, Welcome & member introductions**, by David Solomon, existing Vice-Chair
2. **Nominations for 2021 Chair and Vice Chair**: David Solomon began the nominations by asking if anyone had a nomination for the Chair position. David then nominated Pam Young for Chairman. Committee voted unanimous for Pam Young for Chairman. Mark Leach called for nominations of the Vice Chair. Mark Leach nominated David Solomon for Vice Chair 2021. Committee voted, unanimous for David as Vice Chair. Pam Young took over leading the meeting as the new Chair.
3. **Budget** – Pam Young reported current TAC budget FY 2021- \$21,828.00 available
4. **Review new bylaws for committee, minutes approval process, and TAC mission**: Pam opened discussion about new bylaws and minutes/recap approval at meetings moving forward. Pam requested that the TAC relook and discuss at a future meeting adding to the mission in the bylaws. Discussion followed.
5. **Meeting Recap/Minutes Approval**-Pam raised a motion to accept the meeting recap from November 10, 2021 meeting. David and Phil seconded that motion. Committee voted all in favor of accepting the meeting recap minutes from Nov.10,2020 meeting.
6. **Report by the Tourism Manager- Lori Landes-Carter**
 - WANDERLOVE Campaign: Completed late December. Google Ads, Fall Blog series, Fall video short shared on social media platforms. Submitted full report to VTC at the end of January. Some highlights:
 - Website analytics August through December 2020:
 - Users:16,401/previous year: 2,084
 - Sessions: 18,969/previous year: 2,697
 - Page Views: 34,075/previous year: 6,565
 - Direct Email through Virginia Living Magazine, estimated 72,000 targeted email recipients (\$2500.00) 72,000 recipients; 10,131 opened; 433 clicked
 - VPM/PBS Richmond commercial run in August and September-60 spots for each month (\$2500.00 per month), Virginia.org banner ad in August (\$1530.00), and new website launch (\$5,000.00) which complimented the campaign.
 - Media placements:
 - Getaway Mavens.com: Orange County VA: Orange, Gordonsville VA Charms (<https://www.getawaymavens.com/orange-county-va-orange-gordonsville-va-charms/>)
 - Garden and Gun.com: Corn to Be Wild in Virginia (<https://gardenandgun.com/articles/corn-to-be-wild-in-virginia/>)
 - HEREMagazine.com: A Women's History-Themed Road Trip Through Virginia (<https://www.heremagazine.com/articles/womens-history-road-trip-virginia>)
 - Walking Tour Brochure/map is on its last edit (hopefully). Waiting to receive this last draft from the printer. It has been field tested in the meantime to verify that the directions are accurate and easy to follow. Upon completion of this last edit I will be sending out a last edition to be reviewed by OCAAHS, Frank Walker and others to look over.
 - Virginia Living Magazine covered Orange County in January/February in a three-page editorial along with mentions in the holiday edition in Nov/Dec edition. A digital version will be coming out in late March that will be shareable.
 - Regan McKay worked as an intern through the middle of January. ED and Tourism brought on a UVA intern in February. He is supporting both departments with projects. (website management, content development opportunity, programs)
 - Supported marketing and planning of Restaurant week for OCVA 2021 February 18-29th.
 - Closed and Reopened the Visitor Center from early January through Late February. Still shorthanded for coverage.
 - Working with blog writer from DC to come visit in mid-April. Julia Randall from Stays and Getaways.

- Collaborated/directed PR team, Platinum PR, with content calendar and earned media pitches for 2021. They will be actively pursuing earned media opportunities throughout 2021.
 - Began discussions about Attraction Guide redesign. Will be adding this project to our TAC recurring projects for the Spring. Will be requesting feedback on design and content as it is created by the design group. Hope to have final draft ready for print by May at the latest.
 - Worked with UVA Intern to develop co-op marketing program for industry partners in OCVA.
7. **Monument Welcome Sign Project Update-**
- Lori Carter reported that surveys are complete of 8 of 10 possible sites and site plans were being created. #5 Sign location Rt.33 site being considered by property owner/business to allow monument sign on their property. #10 sign on Rt.20 at Albemarle County border has been put on pause at this time. #6 location for Rt. 15 Louisa border, has not been set or surveyed yet. Possible sites are not very viable. Not able to use VDOT Easements in that corridor. Would have to do an easement with a private property owner in a location in Louisa County limits. This sign site area might not be viable.
8. **Update on Community Projects:** OCAHS Downtown Orange Parklet project update was presented by Bruce Monroe and Charlotte Cole. OCAHS is currently gathering historic information from the residents in Orange County. Charters of Freedom Project update was presented by Bethany Sullivan. Bethany reported they were waiting on their letter of intent and looking for volunteers to participate on the steering committee.
9. **New Business:**
- Lori Carter presented a new Co-op Marketing Grant program concept draft for tourism industry partners in Orange County to apply. TAC Budget dollars would help fund this program along with Tourism department dollars. Committee was supportive of program concept. Discussion followed on the details of the application process and program.
10. **Member News & Announcements:** Members shared upcoming news and events at their destinations.
11. **With no further business, the meeting was adjourned.**