

**Appalachian Regional Commission
Tourism Advisory Council Meeting**

Thursday, December 13, 2012
1666 Connecticut Ave, Suite 700
Washington, DC

Draft Agenda

Meeting Objective:

Establish guidelines for content, nomination criteria, branding concepts, and promotional ideas for new tourism promotion venture to be completed in early 2014 – “Appalachian Food and Farm Guide” (name tbd) in partnership with American Heritage Publishing, the Appalachian Tourism Advisory Council, and the Appalachian Regional Commission.

Facilitator: *John Cartwright, Director of Regional Planning and Research, ARC*

10:00 a.m. – 10:10 a.m.

Welcome and Introductions

Earl Gohl, Federal Co-Chair, ARC

10:10 a.m. – 10:30 a.m.

Overview of Appalachian Food and Farm Guide project

Kostas Skordas, Regional Planner, ARC

10:30 a.m. – 12:00 p.m.

Review solicitation process and online nomination criteria

Kostas Skordas, Regional Planner, ARC

Eric Woolridge and Teresa Buckwalter, Destination by Design, Inc.

Tourism Council members

12:00 p.m. – 12:30 p.m.

Lunch (provided)

12:30 p.m. – 2:00 p.m.

Discuss branding approach, review design samples

Kostas Skordas, Regional Planner, ARC

Eric Woolridge and Teresa Buckwalter, Destination by Design, Inc.

Tourism Council members

2:00 p.m. – 2:30 p.m.

Review marketing ideas, timeline, next steps

Kostas Skordas, Regional Planner, ARC

Bob Jenkins, American Heritage Publishing

2:30 p.m. – 3:00 p.m.

Video component and interviews

Eric Woolridge and Teresa Buckwalter, Destination by Design, Inc.

Bob Jenkins, American Heritage Publishing

Tourism Council members

3:00 p.m.

Meeting adjourns