

Appalachian Regional Commission
Tourism Advisory Council Work Session
Wednesday, December 16, 2015
10:00 am – 3:00 pm

ARC Offices
1666 Connecticut Avenue, NW
Suite 700
Washington, DC 20009
7th floor large conference room

Meeting Objective: *Review and discuss Bon Appetit Appalachia local food campaign 2015-2016*

Agenda:

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| 10:00 am | Welcome and Introductions |
| 10:10 am | Bon Appetit Appalachia Campaign Status (Kostas Skordas) |
| 10:15 am | Bon Appetit Appalachia Print Map Development (Eric Wooldridge) <ul style="list-style-type: none">○ Layout and design○ Site listings○ Vignette selection○ Photo options○ Update on web site |
| 12:30 pm | Working Lunch |
| 1:00 pm | Partnership with Edible Publishing (Molly Theobald, Tricia Wheeler) <ul style="list-style-type: none">○ Local Edible connections and Ad campaign○ Podcasts/radio shows○ Social media/Calendar of events |
| 2:00 pm | Development of Workshops and social media “Cookbook” (Eric Woolridge) |
| 2:30 pm | Next Steps/Other added value activities |
| 2:45 pm | State Updates on Tourism Activities |
| 3:00 pm | Adjourn |