

**Appalachian Regional Commission
Tourism Advisory Council Work Session**
Wednesday, July 31, 2013
1666 Connecticut Ave, Suite 700
Washington, DC

Agenda

Meeting Objective:

Review initial nominations, draft layout concepts, and promotional ideas for new tourism promotion venture to be completed by early 2014 – “Bon Appetit Appalachia” Food and Farm Guide. A working lunch is provided.

***CONFERENCE CALL BEGINS AT 10:00 AM:**

877-954-2731, 8855264 (participant passcode)

Facilitator: *Kostas Skordas, Director of Regional Planning and Research, ARC*

Participants: Earl Gohl, Federal Co-Chair, ARC
Molly Theobald, Director of Program Operations, ARC
ARC Tourism Council members
Kathryn Whiteman, Regional Planner, ARC
Destination by Design team members
ARC Staff

Agenda Items: **Welcome and Introductions**

Project Updates

Review Map Layout, Mockups

Review Solicitation process and Online Submissions

Review Marketing/Distribution Ideas

Timeline/Next Steps

Adjourn