

**Steering Committee Minutes
Blue Ridge Heartland
Regional Tourism Initiative
6:30 PM, Thursday August 23, 2007
Elkin Creek Vineyards**

Dr. Jim Harrell called the meeting to order at 6:50 PM.

Steering Committee Members Present:	Jim Harrell, Surry County Don Adams, Alleghany County Chuck Riedhammer, City of Galax Bryan Steen, Stokes County Stanley Smith, Stokes County Kim Phillips, Yadkin County Eric Williams, Yadkin County Macon Sammons, Jr., Surry County
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Others Present:	Dr. Dallas Garrett Susan Medlin, The Vintage Marketing Group Dennis Thompson, Consultant Helen Ruth Almond
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Minutes

The minutes of the July 10 meeting were approved on motion by Bryan, seconded by Eric and unanimous vote.

Financial Report

Macon reported that Alleghany, Carroll, Surry, Stokes, Wilkes and Yadkin County have all paid for FY 08 membership and the balance available at the present is \$49,578.79, which includes \$11,908.05 carried over from the FY 07 year. Expenses to date for FY 08 are \$7,329.26.

Selecting a Name

Susan Medlin reviewed guidelines for establishing a marketing name for the RTI. She also outlined the process followed, using focus groups, research of the area's attributes, and prospective visitors' reactions to various names offered by members of her marketing group.

Among the more than twenty names offered, Susan indicated the most popular ones with her research group were The Cascade Highlands/Woodlands, Red Hawk Woodlands, Stone Water Country, Emerald Woodlands and Eagle River Region/Territory. Much discussion followed regarding merits and concerns about the possible names. Susan asked for the preferences of each individual. After further discussion, a motion was made by Kim, and seconded by Don, that the Steering Committee select The Cascade Highlands from among the possibilities offered. Unanimously voted.

Galax

Everyone agreed that Galax, as the only independent city in the region, is a unique situation. Furthermore, everyone agreed that direct involvement by Galax was desired, and would be especially important to both Carroll and Grayson Counties. It was moved by Kim, and seconded

by Stan and unanimously voted that Galax be invited to join the RTI as a voting member at an annual rate of \$2,500.

Next Meeting

It was agreed that the next meeting would be set for Tuesday, September 11th at The Depot Restaurant in Dobson at 5:30 p.m. Susan will bring additional logo ideas at that time.

Respectively submitted,

Macon C. Sammons, Jr.
Assistant Secretary

MCS/th