

**RTI Board of Directors Minutes**  
**(formerly known as the RTI Steering Committee)**  
**Northwest North Carolina / Southwest Virginia**  
**Regional Tourism Initiative**  
**Hampton Inn, I-77, Exit 93, Dobson, NC**  
**1:00 PM, Friday March 7, 2008**

Jim Harrell welcomed everyone and opened the meeting at 1:00 p.m.

Board Members	Don Adams, Alleghany County
Present:	Ken Richardson, Alleghany County
	Donnie Turner, Carroll County
	Manus McMillian, Carroll County
	Stanley Smith, Stokes County
	Bryan Steen, Stokes County
	Jim Harrell, Surry County
	Macon Sammons, Surry County
	Zach Henderson, Wilkes County
	Jessica Icenhour, RTI Tourism Advisory Committee

Others Present:	Tom Holder, NC Heritage Tourism
	Dr. Dallas Garrett, RTI Consultant
	Chris Knopf, Surry County Tourism
	Barbara Debord, Smyth County Tourism

Minutes

After consideration, the minutes of the February 15, 2008 meeting were declared approved with no corrections offered.

EDA Application

Chris Knopf informed the Board that the revised EDA pre-application had been submitted and that we had been instructed of a 30-day turnaround for review. One of the additions to the pre-application included showing in-kind contributions by staff members of the member RTI jurisdictions.

Rural Center Application

Chris informed the Board that the Rural Center grant application was not funded during the month of February but may still be funded during an April funding cycle. A call has been placed to the Rural Center to see if there is anything that the RTI can do to enhance its application; we are awaiting a response.

ncvarti.org Website

It was decided to include the RTI's pre-application on the website.

Strategic Plan Development

Dr. Dallas Garrett reviewed the latest draft of the Strategic Plan with the Board. The Board and others present broke up into small groups to develop goals for the plan.

Director of Tourism and Communications

Chris reviewed the job description with the Board and sought answers to a number of questions submitted by Susan Medlin.

### Request for FY 09 Funding

The Board discussed requesting funding for the RTI from its member jurisdictions. The Board agreed to invite Smyth County, VA to join the RTI during FY 09. Donnie motioned that the Board of Directors request \$7,500 from each county and request \$2,500 from the City of Galax for FY 09; seconded by Zach. All present were in favor. Motion carried.

### General Membership Meeting on April 11<sup>th</sup>

The Board discussed the general membership meeting scheduled for April 11<sup>th</sup>. The following was decided:

- The meeting will start at 11:00 a.m. preceded by a Board of Director's meeting at 9:00 a.m.;
- Lunch will be provided;
- Each member jurisdiction needs to establish a headcount of invitees;
- Inviting the appropriate dignitaries from each state was discussed;
- Barbara will work with Susan Medlin to develop poster size visual illustrations of the RTI for the meeting; and
- Each member jurisdiction will ask tourism-based businesses in their communities to set-up displays for the meeting.

Ken motioned to have each county/city pay for the attendance of ten local dignitaries, plus an additional ten people, to cover the costs of the event; seconded by Zach. All present were in favor. Motion carried.

### Blue Ridge Parkway 75<sup>th</sup> Anniversary

Donnie discussed efforts that are underway to hold a celebration for the 75<sup>th</sup> anniversary of the Blue Ridge Parkway. Currently, Donnie is the only local official involved with the RTI who is involved in the planning stages. The celebration will take place in August of 2010. It was the consensus of the Board to have two representatives on the planning committee. Donnie will represent the RTI from Virginia and Jim will represent the RTI from North Carolina.

### Funding Committee

The Board appointed a Funding Committee to create a plan for funding the RTI for five years. The committee will be made up of the following people: Zach Henderson, Barbara Debord, Dr. Dallas Garrett, and Chris Knopf.

### Next Meeting

It was the consensus of the RTI Board to meet at 9 AM on Friday, April 11<sup>th</sup> at the Crossroads Institute in Galax.

### Adjournment

With no further business, the meeting was adjourned at 3:00 PM.

Respectively submitted,

Chris Knopf  
Surry County Tourism