**Mission**

“The Rural Coastal Virginia Alliance exists to present unique ecotourism activities and destinations for locals and visitors to easily enjoy. The three alliance partners embrace sustainable, vibrant, healthy ecosystems, and a resilient, diversified, nature-based economy.”

**Vision**

“Connecting locals and visitors to world-class ecotourism destinations.”

Ecotourism Steering Committee Meeting

~~February 21~~~~st~~~~, 2019~~ Rescheduled: March 6, 2019

Davis Hall Conference Room 202

Spencer Rd, Gloucester Point, VA 23062

10:00 A.M. – 12:00 P.M.

AGENDA

1. Welcome (5 min)
2. Timeline Discussion
   1. Press Release and Hard Roll Out for Oyster Trail Tool & Water Trail Website
   2. Update to WT websites
      1. Regional landing page text
      2. Additional resources (ex. [www.birdingeasternshore.com](http://www.birdingeasternshore.com))
      3. Adding national trails layers
3. Website Presentation – Stephanie Heinatz, Consociate Media (10 min)
   1. Associated maintenance and next steps discussion (10 min)
   2. Other potential outreach tools, Ex. [StoryMapsJS](https://geozoneblog.wordpress.com/2018/07/16/digital-storytelling/?utm_source=MailChimp&utm_medium=email&utm_campaign=DCC_Dec18)
4. Virginia Oyster Trail Presentation – Sherri Smith, Virginia Oyster Trail (10 min)
   1. Long-Term Sustainability Discussion (10 min)
5. Regional Updates: (if necessary)
   1. Eastern Shore Water Trail Working Group & Ecotour Course (Shannon Alexander)
   2. Middle Peninsula Project Management Team (Jackie Rickards)
   3. Virginia Oyster Trail Digital Engagement Working Group (Lisa Hull)
6. ~~Review of FY21 (Yr 3) Application~~ Must be submitted by March 1.
7. Next steps and next meeting