

## Rural Coastal Virginia Alliance

### **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

June 6, 2019

Conference Call 10:00 A.M. – 12:00 P.M.

Dial-in number (US): (515) 604-9862

Access code: 363564#

Online meeting ID: salexander67

Join the online meeting: <https://join.freeconferencecall.com/salexander67>

### AGENDA

1. Welcome (5 min)
2. Regional Progress Updates: (15 min each)
  - a. ES Water Trail Working Group & Ecotour Course (Shannon Alexander)
  - b. Middle Peninsula Project Management Team (Jackie Rickards)
  - c. Virginia Oyster Trail Digital Engagement Working Group (Lisa Hull)
3. Timeline Discussion (20)
  - a. Press Release and Hard Roll Out for Oyster Trail Tool & Water Trail Website
    - i. Update with news about Press Pass unavailability
4. Website Presentation – Stephanie Heintz, Consociate Media (10 min)
  - a. Associated maintenance and next steps discussion (10 min)
  - b. Other potential outreach tools, Ex. [StoryMapsJS](#)
5. Virginia Oyster Trail Presentation – Sherri Smith, Virginia Oyster Trail (10 min)
  - a. Long-Term Sustainability Discussion (10 min)
6. Next steps and next meeting