

## Rural Coastal Virginia Ecotourism Planning Meeting

Wednesday, January 31, 2018 at the  
VIMS Gloucester Point Watermen's Hall  
1375 Greate Rd, Gloucester Point, VA 23062  
1:00 P.M. – 3:30 P.M.

### AGENDA

1. Welcome
2. Updated deliverables timeline
3. Steering Committee Vision Statement, Goals, Objectives, and Composition,
4. Web site domain discussion
5. Logo and outreach material discussion
6. Subcommittees, & Regional Groups:
  - a. Eastern Shore Water Trail Working Group (Shannon Alexander)
  - b. Middle Peninsula Project Management Team (Jackie Rickards)
  - c. Virginia Oyster Trail Digital Engagement Working Group (Lisa Hull)
7. Next steps and next meeting

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### Minutes - Action Items are in bold font.

#### Updated deliverables timeline

Shannon will be applying for a 3-month extension, based on the delayed contract, and most timeline deliverables will simply be pushed back a quarter. All products will be completed by December 31, 2018.

#### Steering Committee Composition

The Rural Coastal Virginia Ecotourism Steering Committee will consist of:

Laura McKay & Beth Polak, VCZMP; Curt Smith & Shannon Alexander, A-NPDC; Lewie Lawrence & Jackie Rickards, MPPDC; John Bateman & Lisa Hull, NNPDC; and new members:

Staci Martin, VTC – to be invited by Shannon

Sheri Smith, ACoFV – **to be invited by John and Lisa**

Stephanie Heinatz, Consociate Media – invited by Lewie

**Committee Vision Statement, Goals, Objectives will be decided at the next meeting, please be brainstorming!**

#### Web Site Domain and Logo Discussion

Shannon is to work with Stephanie and Staci to decide best landing page domain and report back to the full committee via email. Following this discussion or series of discussions, Shannon will send a poll out to the Committee. Once a final decision is reached, Shannon will secure the domain(s) (and WordPress) through Bluehost (first looking into TechSoup options). Shannon will talk to Nick about capabilities of CoastalGEMS and request an update on the draft of the new StoryMap additions.

**Each PDC is to send Shannon the name that they would like for their regional water trail system and a general idea of some aspect of the region that you might like to incorporate into the logo.** For example: Middle Peninsula Water Trails or Middle Peninsula Blueways? Does the Northern Neck want an egret silhouette if possible? The Eastern Shore the outline of the peninsula? This guidance will serve as the starting point for the graphic designer. Shannon is to work with Stephanie and Staci to decide best unifying element for the logos (and potential

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common tagline) and move forward with Coastwise Designs to develop an initial proof for the three logos. Focus theme on paddling to destinations to link to ecotourism and aquaculture.

**PDC MOUs – Shannon will send a reminder email to participating PDCs with the final contract attached.**

### Virginia Certified Ecotour Guide Course

Shannon will reach out to Virginia to get the VCZMP page updated with links to certified guide sites and/or email addresses. Shannon will continue to work on a long-term sustainability plan for the course and how to integrate it into partner web sites and programs and our ecotourism efforts.

Eastern Shore Water Trail Working Group - Shannon Alexander has begun reaching out to seaside paddlers and boaters to help update locally specific information. The full Working Group will not convene until spring.

Middle Peninsula Project Management Team - Jackie Rickards provided an update to all the work that she has been doing to collect data, determine potential trail sites/launches, collaborations with localities, and mapping.

Virginia Oyster Trail Digital Engagement Working Group - Lisa Hull was sadly unable to attend this meeting. She will provide Shannon an update soon and the full Committee an update at the next quarterly meeting.

### Next steps and next meeting

Shannon will send out minutes/action items and send out a DoodlePoll for the next meeting, which will most likely be in April.