

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

September 9, 2019

Conference Call 1:00 P.M. – 3:00 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>

ACTION ITEMS

Shannon – Invite NN, MP, etc. to co-host Ecotour Course Fb Event; Send Laura link, quote about course for article; Contact Carol Vaughn and Robbie Marsh about Cal Hagan and Puppy Drum Vineyard; Ask Stephanie if she receives Google Alerts for ‘Virginia Water Trail’ or similar; Research 2020 PDC Summer Conference appropriateness of presenting; Review text on region’s landing page and send any edits/changes; Compile photographs for region’s landing page. Doodle for next quarterly RCVA/Ecotourism Steering Committee Meeting <https://doodle.com/poll/cq7i24fiwzin3nng>

Staci – Follow up and provide update with regards to VTC influencer in the next 5-6weeks and/or late-April/May of 2020; River Realm follow up; Look into the account holding the Seaside Water Trail listing on Virginia.org, let the PDCs know if it is best to each have unique listings for their respective region’s page on the Water Trails site or one Virginia Water Trail listing.

Lisa & John – Reach out to Leslie Middleton with the Bay Journal about their article/write up; Review text on region’s landing page and send any edits/changes; Compile photographs for region’s landing page.

Lewie & Stephanie – Conference Call with Shannon: www.VirginiaWaterTrails.org metrics from Stephanie to guide strategic website development; Review text on region’s landing page and send any edits/changes; Compile photographs for region’s landing page.

MINUTES

1. Introductions and welcome. Those present included: Laura McKay and Jeff Flood, VCZMP; Shannon Alexander and Curt Smith, A-NPDC, John Bateman & Lisa Hull, NNPDC;

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Jackie Rickards, MPPDC; Sherri Smith, Virginia Oyster Trail; and Staci Martin, VTC.

Unable to attend were Stephanie Heinatz, Consociate Media; and Lewie Lawrence, MPPDC.

2. Unique Deliverables Progress Updates:

- a. A-NPDC, Shannon Alexander presented an updated about the ES Water Trail Working Group, needed website updates and schedule of Bayside Water Trail (met 3/8, next 8/7, then 10/TBD) meetings.
- b. MPPDC, Jackie Rickards presented about progress with the Middle Peninsula Project Management Team in connecting existing water trails and plans into the MP plan/map.

No update on the Strategic Water Trails Website Development nor the Marketing and Eco Business Inventory and Gap Analysis.
- c. NNPDC, Lisa Hull and John Bateman provided an update on progress on the Virginia Oyster Trail Digital Engagement tool and other website updates. Shannon Alexander provided a brief update as to the status of the new VOT 501(c)3. Sherri Smith joined and contributed a progress report as well.
- d. Stephanie Heinatz was not available, but Shannon Alexander reported on a conversation about updating the VirginiaWaterTrails.org website as discussed with both Sherri and Stephanie. Discussion ensued with regards to arrangement and verbiage.

3. Timeline Discussion

- a. Discussion about applying to VTC for additional match funding by December (and again in spring). Staci Martin to look into potential influencers to come out to the regions either by the end of October or early spring 2020.

4. Next Steps and Next Meeting (20)

Shannon to send out a Poll to set date for late November or early December fourth quarter meeting.