

Tuesday, April 10, 2018 at the
VIMS Gloucester Point Watermen's Hall
1375 Greate Rd, Gloucester Point, VA 23062
1:30 P.M. – 3:30 P.M.

AGENDA

1. Welcome
2. Updated on FY18 (year 2) Application Submittal
3. Steering Committee Vision Statement, Goals, & Objectives
4. Web site, draft logo, & outreach material discussion
5. Best Management Practices Toolbox review
6. Subcommittees, & Regional Groups:
 - a. Eastern Shore 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)
7. Next steps and next meeting

Rural Coastal Virginia Ecotourism Planning Meeting

Minutes

Steering Committee Vision Statement, Goals, & Objectives

The Committee decided on titling the three rural coastal PDC ecotourism alliance the Rural Coastal Virginia Alliance (RCVA) and reached unanimous consensus on the following Mission & Vision Statements.

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.”

The Committee decided to table discussions about the RCVA goals until this next quarterly meeting, and continue using the grant deliverables as the short-term objectives.

Website, Logo, & Outreach Material Discussion

The Committee decided that two additional domains should be purchased for 3-years: RuralCoastalVirginiaAlliance.com/net/org & RuralCoastalVA.com/net/org.

All members present are happy with the current main/original design of the VA Water Trails logo. Members preferred the stacked version of the side-by-side logo (see below) and requested that the designer also create a file for a lateral version that would be ideal as a header for a website, etc. Members asked that the designer go back to a simple regional identifier with no tan swoosh background, using the same font as “Virginia” and using the darker blue as the color of the font. Discussion about how compatible the logo is with other logos (Oyster Trail, VCZMP, DCR, DEQ, etc.) was positive. The final products are to be shared with the website designer as soon as possible.



Rural Coastal Virginia Ecotourism Planning Meeting

A lengthy discussion about the website design platform ensued, much of the information provided by Sherri Smith of the ACV, as she has extensive experience managing the Virginia Artisan Trail and the Virginia Oyster Trail websites, both with Expression Engine. The group decided to move forward with WordPress (WP) for the Water Trails website, as it is not as database focused as the Oyster and Artisan Trail, the PDC staff already have experience with WP, there are local contractors who can design in WP, and WP is compatible with the VTC data share program. The A-NPDC is to contract the web designer as soon as possible now that this important decision has been made by the Committee.

Best Management Practices Toolbox Review

This agenda item was tabled, as the meeting was time limited. Parties working on developing their water trails are encouraged to revisit these resources.

<https://www.nps.gov/watertrails/toolbox>

Subcommittees, & Regional Groups:

Eastern Shore Water Trail Working Group & Ecotour Course (Shannon Alexander) - Shannon gave a very brief update as to the success of the 2018 program and share a few lessons learned that will be used in working on the 2019 and future iterations of the course. Shannon is awaiting replies from a Survey that was distributed to 2018 participants and will develop a new survey to distribute to the coastal Virginia ecotourism mailing list. Results of these surveys will help enhance the course format, timing, content, etc. for future iterations. Results will be shared at the next quarterly meeting of the Steering Committee.

Middle Peninsula Project Management Team (Jackie Rickards) – Jackie was not present, but during the previous quarterly meeting shared progress during the first quarter, which covered the deliverables for the first 2-3 quarters of the project implementation year.

Virginia Oyster Trail Digital Engagement Working Group (Lisa Hull) – Lisa was not present, however, Sherri and John were able to ensure progress on the Oyster Trail tool.

Next Steps and Next Meeting

PDCs will continue to work on their regional efforts according to the updated VCZMP grant timeline. The A-NPDC will send a doodle for the next quarterly meeting to be held in July, August, or September.