

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, 2020

Zoom Virtual Meeting

ACTION ITEMS

Jessica - Record and share meeting minutes; send doodle for next quarterly meeting in September; Review ES WT for any necessary map updates; Update WT event calendar as necessary with regional events; Assess water trail access points gaps/needs; Revise VCEG recertification 1 pager; Inquire with TNC, DCR, DGIF or LNT regarding required land management/misuse class (ask Laura for emails of folks she mentioned); Email VOT Executive Board regarding amending VOT application to include WT (+Shannon) - *Drafted 7/9*; Read draft blogs for approval; Meet with NN to review google maps; Review 36-month marketing strategy before July marketing meeting (+Shannon).

Staci - Provide any updates (if applicable) regarding VTC website overhaul and including WT as a check box; Review 36-month marketing strategy before July marketing meeting.

Stephanie - Post blogs & send as e-newsletter to WT mailing list; Continue exploring WT website sustainability options as they relate to current tasks; Send out June statistics with July marketing meeting agenda; Connect with CZM web manager POC (?) as discussed with Laura.

John, Lisa, & Matt - Continue efforts on building WT maps; John & Matt to meet with AN to review google maps; Review 36-month marketing strategy before July marketing meeting; Assess water trail access points gaps/needs; Update WT event calendar as necessary with regional events.

Jackie, Curt, & Lewie - Continue efforts on building WT maps; Review 36-month marketing strategy before July marketing meeting; Assess water trail access points gaps/needs; Update WT event calendar as necessary with regional events.

Sarah - Review 36-month marketing strategy before July marketing meeting & share notes/comments with Stephanie or attend July marketing meeting.

Minutes

1. Welcome
 - a. Those present included: Laura McKay & Jeff Flood, VCZMP; Jessica Steelman & Shannon Alexander, A-NPDC; Lisa Hull, John Bateman, & Matt Smith, NNPDC; Jackie Rickards & Curt Smith, MPPDC; Stephanie Heinatz, Consociate Media; Staci Martin, VTC.
 - b. Unable to attend: Sherri Smith, VOT; Lewie Lawrence, MPPDC.
2. Oyster Trail Trainings Update
 - a. Postponed until further notice due to Sherri being unable to meet.
3. VCEG Recertification & Probationary Certification Update
 - a. Jessica reviewed proposed recertification guidelines, discussion ensued & revisions were made with regards to linking resources for guides and collaborating with outside agencies to broaden recertification and training input.
 - b. Committee discussed mandatory 1 class during course that solely teaches land management & addresses problems faced by owner agencies. This course would be a requisite of gaining recertification either by live attendance and passing of a quiz, or watching of recording & passing of a quiz.
4. Water Trail/Private Business Inclusion
 - a. Committee discussed potential for highlighting private businesses along the water trail. It was decided that only businesses who were VOT members would remain highlighted. Future discussions to entail WT sustainability would include WT memberships for outside businesses. It was pointed out by Shannon Alexander, to ease concern of water trails being so long between stops/assets, that by zooming in on the WT maps allows visual of any businesses with a google account.
5. Consociate Media - 36 Month Marketing & Strategy Plan Update
 - a. Stephanie presented May web site maintenance and growth reports and reviewed the Draft 36-month Marketing Matrix.
 - b. Committee to review, add any comments/suggestions for edits prior to July marketing meeting.
6. Regional Updates
 - a. Sarah provided update regarding Richmond/Chickahominy project.
7. Next Steps & Next Meeting
 - a. Next marketing strategy meeting to edit 36-month marketing matrix: July 2, 9am-10am.
 - b. Next RCVA quarterly meeting: September, TBA.