

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 3, 2020

Zoom Virtual Meeting

ACTION ITEMS

Jessica - Continue refining ES Water Trails: update DWR links, add exploreourseaside.org island links, update Bayside birding links; complete October progress summary report; complete final project summary report; complete final product annual report; finalize and circulate VCEG recert; advertise VCEG 2021; create & survey current waitlist for course cost & desired topics; complete blog and circulate to NN; write 9/3/2020 RCVA meeting minutes; save POC emails for WT inquiries; create map of gap areas for WT access sites to include in final report to CZM; email Staci sample of in-kind letter.

Sherri - With the completion of the VOT website migration/integration/SSL certification and virtual member training events, VOT will deliver the iframe code for the Trip Planner Map to Consociate Media for placement on the Virginia Water Trails site.

Staci - Update committee with regards to VTC grant deadlines and awards if applicable; review and approve VCEG recert guidelines; provide in-kind letter as invoice to Jessica.

Stephanie - Send out September statistics; set blogs up to be sent automatically as newsletters; send out recently posted blogs as newsletters; set contact inquiry form email to hello@ to match newsletter email fwd facing; add disclaimer to contact inquiry form... something along the lines of *“please be patient as we review your inquiry; we will provide a response within 2 business days or redirect your inquiry to the appropriate regional representative”*; get NN map live on website; review and approve VCEG recert guidelines; get invoice & reports to Jessica by noted deadlines in these minutes.

John & Lisa - Continue refining NN Water Trails: update DWR links; create map of gap areas for WT access sites to include in final report to CZM; review blog sent by Jessica; review and approve VCEG recert guidelines; get invoice & reports to Jessica by noted deadlines in these minutes.

Jackie & Denise- Continue refining MP Water Trails: update DWR links; create map of gap areas for WT access sites to include in final report to CZM; review and approve VCEG recert guidelines; get invoice & reports to Jessica by noted deadlines in these minutes.

Sarah - Set up zoom meeting with Jessica after October 1, 2020 for RCVA/WT orientation.

Minutes

1. Welcome
 - a. Those present included: Laura McKay, VCZMP; Jessica Steelman & Shannon Alexander, A-NPDC; Lisa Hull & John Bateman, NNPDC; Jackie Rickards, Denise Nelson, & Curt Smith, MPPDC; Stephanie Heinatz, Consociate Media; Staci Martin, VTC; Sherri Smith, VOT; Sarah Stewart, PlanRVA.
 - b. Unable to attend: Jeffrey Flood, VCZMP.
2. Status Check: FY19 SOW
 - a. The committee reviewed each of the deliverables in the FY19 SOW and reported on progress; all deliverables are on track for closing out the grant year on time.
3. WT Contact Form/Email
 - a. Jessica will be managing the WT Contact Inquiry form emails by responding to any inquiries pertaining to general questions and the ES, and forwarding all others to appropriate regional POC.
 - b. Jessica has requested the contact inquiry form email be sent to the hello@virginiawatertrails.org email to match the newsletter forward facing email rather than the current wordpress@virginiawatertrails.org email.
 - c. Stephanie & Mark from Consociate provided Jessica with email log-in information.
4. RMS Symposium Presentation
 - a. Jessica provided a review of the RMS Symposium and invitation to present.
 - b. Jessica requested input from RCVA partners to complete regional slides.
5. Consociate Media - 36 Month Marketing & Strategy Plan Update
 - a. Stephanie presented August web site maintenance and growth reports and reviewed the Final 36-month Marketing Matrix.
 - b. Stephanie addressed the 404-error message and explained solution.
 - c. Stephanie requested for regions to email her which email/POC they would like for WT website log-in.
6. Regional Updates
 - a. Sarah provided update regarding Lower Chickahominy Watershed Summit.
 - b. No other updates as regions provided overview of updates during Status check on FY19 SOW.
7. Next Steps & Next Meeting
 - a. **Due no later than September 30, 2020:**
 - i. Semiannual Progress reports
 1. Be sure to include Progress %, Events, & Leveraged Funds
 2. Draft report can be found [here](#)
 - b. Email to Jessica **no later than October 15, 2020:**

- i. Final Report narratives & supporting documents/images/charts
- ii. Invoices

1. NOTE: Please send **individual emails** with your invoice

- c. FY20 SOW review
 - i. Committee reviewed the deliverables for upcoming FY20 grant year.
- d. FY20 MOUs
 - i. Jessica will send out MOUs for upcoming grant year upon receiving the executed contract from CZM.