

## 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.”

### **2019 Committee Commitment**

“This Committee will ensure that all projects emphasize community development, environmental stewardship, entrepreneurial growth, health attributes, and the cultural integration of the coastal communities. Fundamental to their outreach, economic, and educational attributes, the project programs focus on increasing ecological and economic potential of the benefits wetlands, waterways, and oysters and wildlife have to the health of the Chesapeake Bay and its tributaries.”

## Ecotourism Steering Committee Meeting

March 5, 2020

1:00 P.M. – 4:00 P.M.

VIMS, Davis Hall, Conference Room 101  
Gloucester Point, VA

### AGENDA

- |             |   |
|-------------|---|
| 1:00 – 1:10 | Welcome   |
| 1:10 – 1:40 | Oyster Trail Regional Sessions – confirm locations, needs, expectations |
| 1:40 – 2:00 | Burning of the Socks – press release, event planning conference call    |
| 2:00 – 3:00 | Consociate Media – 36 Month Marketing & Strategy Plan Update            |
| 3:00 – 3:20 | FY 2020 Final Draft Grant Application                                   |
| 3:20 – 3:50 | Regional Updates (10 minutes each)                                      |
| 3:50 – 4:00 | Next Steps and Next Meeting – June 2020                                 |