

## 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

June 6, 2020

9:00 A.M. – 12:00 A.M.

Virtual Meeting

Zoom Link:

### AGENDA

- |               |  |
|---------------|--|
| 9:00 – 9:10   | Welcome  |
| 9:10 – 9:20   | Oyster Trail Trainings Update  |
| 9:20 - 9:30   | VCEG Recertification (attached) & Probationary Cert. Update                        |
| 9:30 – 9:50   | Water Trail/Private Businesses Inclusion (see attached deliverables)               |
| 9:50 – 10:00  | Break  |
| 10:00 – 11:00 | Consociate Media – 36 Month Marketing & Strategy Plan Update (see attached agenda) |
| 11:00 – 11:10 | Break  |
| 11:10 – 11:50 | Regional Updates (10 minutes each)   |
| 11:50 – 12:00 | Next Steps and Next Meeting – September 3, 2020                                    |

