

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

March 5, 2020

VIMS, Davis Hall Room 101

Gloucester Point, VA

Conference Call 1:00 P.M. – 4:00 P.M.

Dial-in number (US): 804-684-7600

Conference ID: 7913#

Conference Password: 3197#

ACTION ITEMS

Shannon & Jessica – Determine blog topic (regional & ideas for RCVA); Jessica to finalize FY20 Grant Application based on revisions made during Committee meeting, send out to Committee for final review, then submit to CZM; review & finalize VOT training invite list – submit to Sherri by 3/10/2020;

Staci – Facilitate BoS Q&A conference call with interested partners;

Stephanie – Complete monthly website updates by 15th of each month; provide Steering Committee with monthly web site metrics/analytics reporting by 15th of each month; obtain topics for each regions' (ES, NN, MP) & overall RCVA blogs; facilitate and send out agendas for monthly calls at least 1 week prior to the call date.

Sherri – Send member update and invitations out by 3/13/2020; send outreach blast out week of 3/17/2020; invite and facilitate Steering Committee for Refreshments Conference Call week of 3/9-3/13/2020; Sherri & Darcy to facilitate trainings in NN and MP in April, and Darcy to facilitate trainings on ES in May.

John & Lisa – Determine blog topic (regional & ideas for RCVA as a whole); review & finalize VOT training invite list – submit to Sherri by 3/10/2020;

Jackie, Curt, & Lewie – Determine blog topic (regional & ideas for RCVA as a whole); review & finalize VOT training invite list – submit to Sherri by 3/10/2020;

MINUTES

1. Welcome
 - a. Those present included: Jeff Flood, VCZMP; Shannon Alexander and Jessica Steelman, A-NPDC; Lisa Hull and John Bateman, NNPDC; Jackie Rickards (call-in), MPPDC; Sherri Smith, Virginia Oyster Trail; Stephanie Heintz, Consociate Media; and Staci Martin, VTC.

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Unable to attend were Laura McCay, VCZMP, and Lewie Lawrence, MPPDC.

2. Oyster Trail Regional Sessions
 - a. Locations have been confirmed; refreshments TBD
 - b. Tentative invite list – PDCs to update regionally and supply to Sherri no later than Tuesday 3/10/2020. Invitations will be sent to members by 3/13/2020 and an outreach blast will be sent out the following week.
 - c. Sherri and Darcy will be facilitating trainings in NN and MP; Darcy will be facilitating the trainings on the ES.
 - d. Training dates
 - i. NN – 4/14/2020 & 4/15/2020
 - ii. MP – 4/22/2020
 - iii. ES – 5/6/2020 & 5/7/2020
3. Burning of the Socks
 - a. Lisa, Shannon, & Jessica: drafting blog for the VOT White Boot Blog
 - b. Each region to send outreach email blast to potential participants listed under their region on the BoS Google Sheets.
 - c. Stephanie – bringing BoS flyer to VETA conference.
 - d. Governor – PDCs to decide which even location to invite the Governor to & send invitation through the Governor’s portal.
 - e. Staci will send facilitate Burning of the Socks Q&A conference call for interested partners; important information includes: after 4pm if having a fire, natural fiber socks, mariners’ prayer, site instructions, etc.
 - f. 1st Saturday of May – commit to being Coastal BoS event for subsequent years.
4. 36-Month marketing & Strategy Plan Update
 - a. Stephanie reviewed current web site maintenance & growth; action plans for key performance indicators; development of marketing channels & various media types; utilizing only 1 presence (i.e. RCVA Instagram, facebook, etc.) to feed to Water Trails website; VTC application – targeting fall deadline; and provided monthly schedule of milestones reporting conference calls (confirmed by committee as available dates):
 - i. April 2, 2020 – 9:00AM
 1. 4 blog entries to be completed
 2. Scheduled event calendar update training
 - ii. May 8, 2020 – 9:00AM
 1. Completed event calendar update training
 2. Draft 36-month marketing plan
 - iii. June 4, 2020 – tied in with in-person RCVA Quarterly Mtg. 9:00AM-12:00PM at VIMS, Gloucester Point
 1. Edits to 36-month marketing plan
 - iv. July 2, 2020 – 9:00AM
 1. Completed/final 36-month marketing plan
 - v. August 6, 2020 – 9:00AM
 1. Draft VTC grant application
 - vi. September 3, 2020 – 9AM
 1. Final VTC grant application
 - b. Stephanie will facilitate the monthly milestone reporting calls, sending out call-in information and agenda 1 week prior to each meeting.

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- c. 30-minute block on Quarterly RCVA meetings to be added to the agenda.
- 5. FY 2020 Final Draft Grant Application
 - a. Steering Committee reviewed the full narrative of Grant Application and finalized draft for submittal.
- 6. Regional Updates
 - a. Each region continues to work on deliverables and outreach for BoS events.
- 7. Next Steps and Next Meeting
 - a. Regions to determine blog topics; finalize VOT trainings invite lists; continue working on deliverables.
 - b. Next meeting will be **June 4, 2020 from 9:00AM-12:00PM at VIMS, Davis Hall Room 101**, Gloucester Point, VA. Call in info: 804-684-7600, Conference ID: 7913#, Conference Password: 3197#