

**RTI Board of Directors Minutes**  
**(formerly known as the RTI Steering Committee)**  
**Northwest North Carolina / Southwest Virginia**  
**Regional Tourism Initiative**  
**Hampton Inn, I-77, Exit 93, Dobson, NC**  
**1:00 PM, Friday January 18, 2008**

Jim Harrell welcomed everyone and opened the meeting at 1:00 p.m.

Board Members	Don Adams, Alleghany County
Present:	Mike Maynard, Grayson County
	Stanley Smith, Stokes County
	Bryan Steen, Stokes County
	Jim Harrell, Surry County
	Eric Williams, Yadkin County
	Jessica Icenhour, RTI Tourism Advisory Committee

Others Present:	Helen Ruth Almond, NC Heritage Tourism
	Tom Holder, NC Heritage Tourism
	Chris Knopf, Surry County Tourism
	Sheldon Stanley, Surry County Tourism
	Dennis Thompson, RTI Consultant
	Betty Ann Collins, Greater Mount Airy Chamber
	Linda Cheek, Wilkes County Chamber
	Dr. Dallas Garrett, RTI Consultant
	Susan Medlin, Vintage Marketing
	Barbara Debord, Smyth County Tourism

Minutes

After consideration, the minutes of the November 16, 2007 meeting were declared approved with no corrections offered.

RTI Business Website

Sheldon presented a website for the business aspects of the RTI which will allow members and guests to gather and retrieve information about the initiative. The website includes all background documents, meeting minutes, memorandum of agreement, articles of incorporation, by laws, and information about the Board of Directors. The Board asked that Sheldon place his email address on the site so that if a member of the Board of Directors desires information to be posted or corrections be made they could easily contact him.

RTI Tourism Website

Susan reviewed with the Board the Cascade Highlands website. The site will include an interactive map that will allow users to easily locate attractions in the region. The site will be ready to "go live" once an employee is hired who can monitor the site and answer emails and telephone calls.

Job Description for the Director of Tourism and Communications

Susan reviewed with the Board a job description she developed for the employee to be hired by the RTI. The position is titled Director of Tourism and Communications.

Business Plan Work Session

Dr. Garrett reviewed with the Board an outline for the RTI's business plan. Dr. Garrett needed as much feedback as possible about the RTI and its vision in order to begin writing the plan. Jim broke

everyone up into three groups and each group provided information to Dr. Garrett that would be required to write the business plan. Once each group was finished, their work was passed on to the other groups for their insight.

#### Other Business

Jim discussed the need to develop committees within the group that could begin looking at the RTI's areas of focus so that detailed work could be accomplished by smaller, manageable groups, outside of Board meetings. The Board agreed to ask the Tourism Directors to develop a model budget for the RTI.

#### Next Meeting

It was the consensus of the RTI Board to meet from 1 PM to 3 PM on Friday, February 15<sup>th</sup>.

#### Adjournment

With no further business, the meeting was adjourned at 3:15 PM.

Respectively submitted,

Chris Knopf  
Surry County Tourism

CMK/ck