

AGENDA

January 25, 2011 (Rescheduled due to inclement weather)

6:30 p.m., January 11, 2011

Meeting Location:

Room 335

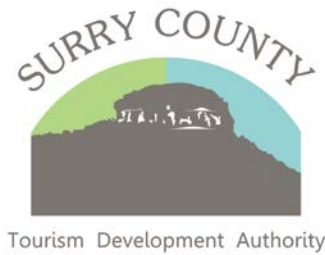
Surry County Government Center

118 Hamby Road

Dobson, NC 27017

- I. Call to Order
- II. Approval of the Minutes from the September 14th Meeting
- III. Election of Vice-Chairman for 2011
- IV. Marketing
 - a. 2011 Surry Old Time Fiddlers Convention
 - b. US Figure Skating Championships
 - c. Website Update
 - d. Billboard Wrap, Countywide Events
 - e. Public Relations Contract
- V. Tourism Partnership Update
- VI. Cascade Highlands Update
- VII. Financial Update
 - a. Annual Audit
 - b. Revenues/Expenditures Update
 - c. FY 2011-12 Budget Process
- VIII. 2011 Meeting Schedule
- IX. Other Items Mutually Agreed Upon
- X. Adjourn

Next Meeting: Tuesday, April 12, 2011 (Budget Hearing)



AGENDA

May 3, 2011 (Rescheduled Meeting)

12:00 noon, April 12, 2011

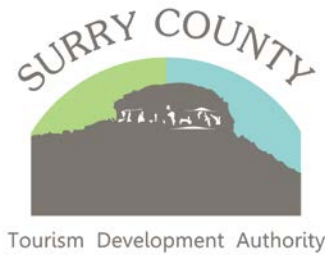
Meeting Location:

Room 323

Surry County Government Center
118 Hamby Road
Dobson, NC 27017

- I. Call to Order
- II. Approval of the Minutes from the January 25th Meeting
- III. Public Hearing
-FY2011-12 Budget
- IV. Marketing
 - a. Report on 2011 Surry Old Time Fiddlers Convention
 - b. Website Update
 - c. Billboard Update
 - d. Public Relations Update
 - e. Rack card stands in local hotels
- V. Tourism Partnership Update
- VI. Cascade Highlands Update
- VII. Incentive Grant Application(s)
 - a. Surry Arts Council, Music Website
- VIII. Financial Update
 - a. Revenues/Expenditures Update
- IX. Other Items Mutually Agreed Upon
- X. Adjourn

Next Meeting: Tuesday, July 12, 2011



AGENDA

12:00 noon, July 12, 2011

Meeting Location:

Main Oak Emporium - Board Room
252 North Main Street, Suite 200
Mount Airy, NC 27030

(Second Floor over Main Oak Emporium. Elevator access thru Main Oak Emporium and Oak Street.
There are also steps at the corner of Main and Oak Streets.)

- I. Call to Order
- II. Approval of the Minutes from the May 3rd Meeting
- III. Financial Update
Revenues/Expenditures Update
- IV. Marketing
 - a. Golf Media Tour, Fairways and Chardonnays
 - b. Boom Magazine, Blue Ridge Country Magazine, Dutch media writers
 - c. Ads: Carolina Golf Magazine, Triangle Golf
 - d. Billboard wrap for 2012
 - e. Rack stands in local hotels
 - f. Summer and Fall Media Tours
- V. Grant Request(s)
 - a. Surry Arts Council, Music Website
- VI. Tourism Partnership Update
- VII. Other Items Mutually Agreed Upon
- VIII. Adjourn

Next Meeting: Tuesday, October 11, 2011



AGENDA

12:00 noon, October 11, 2011

Meeting Location:

Rockford Inn Bed and Breakfast
4844 Rockford Road
Dobson, NC 27017

- I. Call to Order
- II. Approval of the Minutes from the July 12th Meeting
- III. Financial Update
 - a. Revenues/Expenditures Update
 - b. Budget Amendment, 2012-01
- IV. Marketing
 - a. Summer media tour
 - b. Charlotte campaign
 - c. Website update
 - d. TV commercial
 - e. Ad placements
 - f. Rack stands
 - g. Billboard update
 - h. Packaging project
- V. Tourism Partnership Update
- VI. Other Items Mutually Agreed Upon
- VII. Adjourn

Next Meeting: Tuesday, January 10, 2012