



# NORTH CAROLINA TRAVEL AND TOURISM BOARD

## AGENDA

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NCRLA

### ROLF BLIZZARD

NC T&T Coalition

### DAVID CHAPMAN

House Appointee

### CHRISTOPHER CHUNG

EDPNC

### DAVE CRAVEN

Senator

### DENNIS EDWARDS

### Chairperson,

NC T&T Coalition

### ARTHUR FISHER

Senate Appointee

### SHANNON GILLIGAN

Governor Appointee

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Senator

### FRANK ILER

Representative

### KIMBERLEY JOCHL

House Appointee

### LEE LILLEY

Secretary of Commerce

### JAMES MEACHAM

DMANC

### LYNN MINGES

NCRLA

### STEVEN PASQUANTONIO

Governor Appointee

### RAY PICKETT

Representative

### JESSICA ICENHOUR ROBERTS

NC TIA

### ANDREW SCHMIDT

EDPNC

### GREG WALTER

Senate Appointee

**Monday, May 19, 2025**

10:00 a.m. – 12:00 p.m.

**In-Person at EDPNC offices:** 150 Fayetteville St., 12th Floor, Raleigh  
OR

Via Microsoft Teams

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MEETING ID: 229 068 770 908

PASSCODE: JK9OB3NB

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10:00 a.m. **Welcome, Introductions & Ethics Policy** Denny Edwards  
**Approval of Minutes**

10:10 a.m. **Industry Updates** NC Travel & Tourism Coalition  
NC Restaurant & Lodging Assn  
NC Travel Industry Assn  
Destination Marketing Assn of NC

10:30 a.m. **Legislative Update** Legislative Members

10:45 a.m. **EDPNC Update** Christopher Chung

10:55 a.m. **Visit NC 2024 Visitor Spending Results** Marlise Taylor, Visit NC

11:15 a.m. **Visit NC Update** Visit NC Team

11:45 a.m. **Commerce Update** Secretary Lilley  
NC Dept of Commerce or Commerce Representative  
Welcome Center Update Bryan Gupton

11:50 a.m. **Other Business**  
Great Trail State Coalition discussion

12:00 p.m. **Adjourn**

**2025 Travel & Tourism Board Meeting Dates:**

August 19, November 12