

NORTH CAROLINA TRAVEL AND TOURISM BOARD



AGENDA

Tuesday, December 9, 2008

11:00 a.m. – 2:00 p.m.

North Carolina Department of Commerce
301 N. Wilmington Street, 4th floor Board Room
Raleigh, NC 27601

- **Chris Cavanaugh,**
Chairperson
 - **Donna Bailey-Taylor**
 - **Mike Butts**
 - **Haddon Clark**
 - **Teresa Damiano**
 - **Joyce Dugan**
 - **S. Lewis Ebert**
 - **Edward C. Hay, Jr.**
 - **Randy Kolls**
 - **Penny Leary-Smith**
 - **James Meacham**
 - **John Meroski**
 - **Davin Olsen**
 - **Doyle Parrish**
 - **Thomas M. Pashley**
 - **Ed Phillips**
 - **Harris Prevost**
 - **Jamie Reibel**
 - **Leonard Rigsbee**
 - **Thomas B. Ruff**
 - **Susan Galyon Spangler**
 - **Anne Stekete**
 - **Steve Thanhauser**
 - **Walter Dalton,**
Senator
 - **Phillip Haire,**
Representative
 - **A.B. Swindell,**
Senator
 - **Alice Underhill,**
Representative
 - **Jim Fain,**
Secretary of Commerce
Ex Officio
 - **Lynn Minges,**
Executive Director,
NCTFSD
Ex Officio
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| 11:00 a.m. | Welcome & Approval of Minutes | Chris Cavanaugh |
| 11:05 a.m. | Comments from the Chair | Chris Cavanaugh |
| 11:10 a.m. | Current Economic Climate | Chris Cavanaugh |
| 11:40 a.m. | Division Update | Lynn Minges |
| | VisitNC.com Website Preview | Jennifer Jenkins |
| 12:15 p.m. | Working Lunch | |
| 12:25 p.m. | NC Tourism Positioning: 2009-2010 and Beyond | Scott Gilmore |
| | Focus Group Research | |
| | Brand Evolution | |
| | Strategic Direction | |
| 12:55 p.m. | Legislative Report & Association Updates | Legislators &
Association Representatives |
| | Adjourn | |