

# NORTH CAROLINA TRAVEL AND TOURISM BOARD



## AGENDA

**Tuesday, December 7, 2010**

11:00 a.m. – 1:30 p.m.

**North Carolina Department of Commerce**  
301 N. Wilmington Street, 4<sup>th</sup> floor Board Room  
Raleigh, NC 27601

- **Steve Thanhauser**  
Chairperson, NCRLA
- **J. Keith Crisco**  
Secretary of Commerce
- **Lynn Minges**  
Assistant Secretary of Commerce
- **Sally Ashworth,**  
DMANC
- **Chris Cavanaugh**  
Governor Appointee
- **Robert Cobb**  
NCPMA
- **Teresa Damiano**  
Senate Appointee
- **Don Davis**  
Senator
- **S. Lewis Ebert**  
NC Chamber
- **Denny Edwards**  
DMANC
- **Phillip Haire**  
Representative
- **Kim Hufham**  
NCTIA
- **Vimal Kolappa**  
Governor Appointee
- **Randy Kolls**  
NCRLA
- **Penny Leary-Smith**  
Senate Appointee
- **John Meroski**  
House Appointee
- **Robert O'Halloran**  
NCRLA
- **Davin Olsen**  
House Appointee
- **Thomas M. Pashley**  
Senate Appointee
- **Harris Prevost**  
NCTIA
- **Joan Pulley**  
House Appointee
- **Joe Sam Queen**  
Senator
- **Jamie Reibel**  
NCWU
- **Leonard Rigsbee**  
NCWU
- **Thomas B. Ruff**  
NCRLA
- **Susan Galyon Spangler**  
Governor Appointee
- **Richard Thigpen**  
NC T&T Coalition
- **Alice Underhill**  
Representative
- **Mitzi York**  
DMANC

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|------------|---|---|
| 11:00 a.m. | <b>Welcome, Introductions &amp; Ethics Policy<br/>Approval of Minutes</b>                               | Steve Thanhauser  |
| 11:05 a.m. | <b>Comments from the Chair</b>  | Steve Thanhauser  |
| 11:10 a.m. | <b>Introduction of Special Guest</b>  | Secretary Keith Crisco  |
| 11:15 a.m. | <b>Comments from the Incoming Speaker</b>   | Rep. Thom Tillis  |
| 11:25 a.m. | <b>Commerce/Division Update<br/>Marketing Overview</b>  | Lynn Minges<br>Wit Tuttell  |
| 12:10 p.m. | <b>Lunch</b>  |   |
| 12:40 p.m. | <b>Impact of Tourism on North Carolina's Economy</b><br>Newly Released Study                            | Marlise Taylor  |
| 1:05 p.m.  | <b>Industry &amp; Legislative Updates</b><br>NC T&T Coalition<br>NCRLA<br>NCTIA<br>DMANC<br>Legislature | Legislators & Board Liaisons<br>Maeve Goff<br>Randy Kolls<br>Kim Hufham<br>Denny Edwards<br>T&T Board Legislators |
| 1:30 p.m.  | <b>Adjourn</b>  |   |

### **2011 Travel & Tourism Board Meeting Dates:**

*All meetings are scheduled in Raleigh in the Dept. of Commerce Board Room (4th Floor) unless otherwise announced.*

- **February 22, 2011**
- **May 10, 2011 (NC Tourism Day)**
- **August 2011 (Date TBD)**
- **December 2011 (Date TBD)**