



NORTH CAROLINA TRAVEL AND TOURISM BOARD

AGENDA

Tuesday, February 22, 2011

11:00 a.m. – 1:00 p.m.

RBC Center

1400 Edwards Mill Road

Raleigh, NC 27607

- **STEVE THANHAUSER**
Chairperson, NCRLA
- **J. KEITH CRISCO**
Secretary of Commerce
- **LYNN MINGES**
Assistant Secretary of Commerce
- **SALLY ASHWORTH**
DMANC
- **JOSH BASS**
House Appointee
- **ROLF BLIZZARD**
NC T&T Coalition
- **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
- **SUSI HAMILTON**
Representative
- **KIM HUFHAM**
NCTIA
- **VIMAL KOLAPPA**
Governor Appointee
- **RANDY KOLLS**
NCRLA
- **PENNY LEARY-SMITH**
Senate 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
- **MITZI YORK**
DMANC

11:00 a.m. **Welcome, Introductions & Ethics Policy** Steve Thanhauser
Approval of Minutes

11:05 a.m. **Comments from the Chair** Steve Thanhauser

11:10 a.m. **Commerce/Division Update** Lynn Minges
 Marketing Overview
 Advertising Effectiveness/ROI Longwoods International

12:10 p.m. **Lunch**

12:40 p.m. **Industry & Legislative Updates** Legislators & Board Liaisons
 NC T&T Coalition Rolf Blizzard
 NCRLA Randy Kolls
 NCTIA Kim Hufham
 DMANC Mitzi York
 Legislature T&T Board Legislators

1:00 p.m. **Adjourn for Tour of RBC Center**

2011 Travel & Tourism Board Meeting Dates:

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

- **May 10, 2011 (NC Tourism Day)**
- **August 16, 2011**
- **December 6, 2011**