

TOURISM ADVISORY BOARD

The Tourism Advisory Board (TAB) Mission Statement:

To inform and engage all tourism sectors and the community, creating a unified, dynamic force that increases tourism for the benefit of the entire community

The TAB is appointed by Staunton City Council to serve in an advisory capacity. The TAB meets monthly to deal with various tourism promotional issues. This is an advisory board - not a policy board - therefore; it can make recommendations but not set policy.

The TAB provides advice on policies and programs of the SCVB. This advice is generally provided to the Director of the SCVB and to the Deputy City Manager, both of whom participate in the TAB meetings.

The TAB provides input into the operation of the Staunton Welcome Center and the Staunton/Augusta Travel Information Center.

The TAB provides input into the media planning process, working closely with the Director of the SCVB. The TAB has also taken positions on local tourism-related issues, and provided their views to Staunton City Council.

The TAB may adopt special projects which involve TAB members working on specific tasks. A recent example is the "Staunton Tourism Tradeshow," which is a fair featuring tourism-related businesses from Staunton and the surrounding areas as exhibitors. The goal is for attendees to learn more about what there is to do in their own back yard and encourage them to sell these attributes to our out of town guests and local community in general. TAB members also work on an annual research project by encouraging visitors to complete surveys at their respective businesses.

Meeting Date/Time: 2nd Thursday at 9:30 a.m. in Staunton City Hall

Length of Terms: 3 years. Can serve consecutive terms.

MEMBERS	CATEGORY	TERM EXPIRES
Representative of	American Shakespeare Center	Indefinite
Representative of	Woodrow Wilson Pres. Library	Indefinite
Representative of	Frontier Culture Museum	Indefinite
Representative of	Hotel	3 year term
Representative of	Bed & Breakfast	3 year term
Representative of	Retail	3 year term
Representative of	Restaurant	3 year term
Representative of	Historic Sector	3 year term
	At-Large Member	3 year term
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	At-Large Member	3 year term