

Madison County Economic Development & Tourism in our Gateway Community

Wednesday, April 2, 2014

Early Mountain Vineyard, Noon to 5:00 pm

Agenda

12:00 Lunch / Networking

1:00 Opening Remarks

- Tracey Gardner, Director of Tourism
- Donna DeJarnette, Chamber President
- Doris Lackey, Board of Supervisor Chair
- Ernest Hoch, County Administrator

1:30 Keynote Speaker

- Ed McMahan, Senior Resident Fellow, Urban Land Institute

3:00 Break

3:15 Breakout groups

1. Shenandoah National Park, *Facilitator, Jim Northup*
 - a. Opportunities / Partnerships
2. Vision / Branding; *Facilitator, Ernie Hoch*
 - a. What do we want for Madison / What do we have / How do we get there
3. Tourism and Tourism Businesses, *Facilitator, Tracey Gardner*
 - a. Marketing / Promotion
4. Agriculture and Vineyards, *Facilitator, Brad Jarvis*
 - a. Facilitator
5. Business for Madison *Facilitator, Steve Grayson*
 - Healthy current business / New business

4:15 Bringing it all together and the next steps!

- Breakout reports and conservation

5:00 Closing remarks