



Agenda

Visit VBR Board of Directors Meeting / Strategic Planning Retreat
Thursday, September 19, 2024
The Hotel Roanoke & Conference Center – 8:30am

- I. **Call to Order – Lee Wilhelm**
- II. **Financial Report – Doug Blount, Treasurer**
 - August 2024 Financials *
- III. **Review Minutes – Kim Blair, Secretary**
 - Minutes Enclosed *
- IV. **Nominating Report – Kim Blair, Secretary ***
- V. **Chair's Introduction – Mark Lucas**
- VI. **Strategic Planning Session – Bill Geist, DMO proz**
 - A. **Introductions and Outline of the Day**
 - B. **The evolution of DMO Board Governance in a rapidly changing community development environment**
 - C. **Review of gathered intelligence (online and in-person)**
 - D. **Identification of Key Opportunities for Board pursuit**
 - E. **Prioritization of Goals and development of suggested tactics**
 - F. **Wrap-up and Next Steps**
- VIII. **Adjourn**

** Items Requiring Board Action*

Next Board of Directors Meeting: Thursday, November 21, 2024
Salem Civic Center
8:00am

Next Executive Committee Meeting: Thursday, October 24, 2024
Visit VBR Conference Room
8:00am