



HEART OF APPALACHIA TOURISM AUTHORITY

MARKETING MEETING

Wednesday, September 9, 2026

9:30 AM – 10:30 AM

UVA Oxbow Center – St. Paul, Virginia

AGENDA

1. Call to Order

2. IBMA 2026 – Chattanooga, Jeff Hess

- Heart of Appalachia representation of the region
- Regional music and tourism promotion opportunities

3. Photography Worksheet, Jeff Hess

- Reminder to submit/update photography needs
- Upcoming photography opportunities and scheduling

4. Sponsorship Worksheet, Jeff Hess

- Reminder to submit/update sponsorship requests
- Review of available marketing opportunities

5. DMME Civil Penalty Funds, Tim Shortt

- Reminder regarding funds available to localities
- Eligible uses and reimbursement process

6. Michelle Workman, Virginia Tourism Corporation

7. Locality Reports

- Updates from participating localities
- Upcoming events, attractions, and marketing opportunities

8. Other Business / Discussion

9. Adjournment