



**Southwest Virginia Cultural Heritage Foundation Board of Trustees**

Thursday, December 12, 2024 | 1:00 p.m.

**Agenda**

1. **Call to Order and Welcome** – Delegate Will Morefield, Chair
2. **Roll Call** – Kim Davis
3. **Public Comment**
4. **Adoption of Agenda** – Delegate Will Morefield, Chair
5. **Approval of Minutes from September 2024** – Delegate Will Morefield, Chair
6. **Executive Director Report** – Kim Davis
7. **Financials** – Paula Hurt
8. **Deputy Director of Operations Update** – Tina Murray
9. **Marketing Update** – Kim Davis
10. **Development Update** – Kim Davis
11. **Old Business**
  - License Plate
12. **New Business**
13. **Partner Update:** Virginia Tourism Corporation – Rita McClenny
14. **Partner Update:** 'Round the Mountain, Ellen Reynolds
15. **Partner Update:** The Crooked Road – Leah Ross
16. **Regional Updates**
17. **Approval of next meeting date** – Delegate Will Morefield, Chair
  - Thursday, March 13, 2025, 1:00 p.m.
18. **Adjournment** – Delegate Will Morefield, Chair