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# Heart of Appalachia May Marketing Meeting



Wednesday, May 7, 2025



Oxbow Center, St. Paul, VA

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## Agenda

- **Welcome and Icebreaker**
  - **25/26 HOA Marketing Budget Snapshot**
  - **Locality Reports**
  - **25/26 HOA Marketing Plan**
    - Recap, Resubmission, Clarifications, and Reminders
  - **Introduction of Cathy St. Claire**
    - Focus Communications – Marketing Specialist / Contractor
  - **Marketing Blitzes for 2025**
    - Participation Opportunities at Virginia Welcome Centers
  - **Exciting News!**
    - Preview of Two Simple Projects Benefiting HOA Regions
  - **Open Discussion**
    - Questions, Comments, and Next Steps
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