

VIRGINIA IS FOR LOVERS[®]

**AGENDA
VIRGINIA TOURISM CORPORATION
BOARD OF DIRECTORS COMMITTEE MEETING
MARKETING**

[Virtual Meeting](#)

Monday, May 18, 2026

10:30 - 11:30AM

MARKETING COMMITTEE:

Lisa Meriwether (Chairwoman) - Visit SoSi Tourism Manager

AJ Robinson – Tazewell County Tourism Director

Christian Pinkston – President of Pinkston

Damian Dajcz - Chef and Restaurateur

Cat Marshburn – Vice President of Marketing, VTC

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|-------------------|---|
| 10:30 a.m. | I. Call to Order |
| | II. Purpose of Meeting |
| | III. Review Materials Distributed |
| | a. Documents for Review |
| | <ul style="list-style-type: none">• Integrated Marketing Action Plan |
| | IV. Committee Discussion and Q&A |
| | V. Action Items & Next Steps |
| 11:30 a.m. | VI. Adjournment |