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MINUTES
VIRGINIA TOURISM AUTHORITY
BOARD OF DIRECTORS
MARKETING COMMITTEE MEETING

[Virtual Meeting](#)

Monday, May 18, 2026

10:30 - 11:30AM

Members Present: Ms. Lisa Meriwether and Mrs. AJ Robinson

Members Absent: Mr. Christian Pinkston and Mr. Damian Dajcz

VTA Staff Present: Ms. Cat Marshburn and Ms. Abigail Quinn

Guests Present: None

I. Call to Order

The first meeting for the Board of Directors Marketing Committee “Committee” of Virginia Tourism Authority (VTA) was held on Monday, May 18, 2026, online via Microsoft Teams. Chairwoman Lisa Meriwether called the meeting to order at 10:33 a.m. and facilitated the meeting.

II. Purpose of Meeting

The purpose of the meeting is to provide a marketing-focused discussion for the Committee

III. Review of integrated Marketing Action Plan

- Cat Marshburn, Vice President of Marketing, presented the Fiscal Year 2026-2027 Integrated Marketing Action Plan to the Committee

IV. Committee Q&A and Discussion

Committee members asked questions and discussed several topics, including:

- Website
- Seasonal Planning
- Marketing Leverage Grants

V. Next Steps

- Website: Explore website optimizations & best practices rollout.
- Seasonal Planning: Evaluate key seasonal window insights that can be delivered in advance to support partner planning.
- Marketing Leverage Grant: Consider ways to enhance collaboration of regional & VTC lead messaging in key markets.

VI. Adjournment

The meeting was adjourned at 11:22 a.m. following the conclusion of Committee discussion and next steps.