

**Appalachian Regional Commission
Tourism Advisory Council Meeting**
Tuesday, May 22, 2012
1666 Connecticut Ave, Suite 700
Washington, D.C.

Final Agenda

Meeting Objectives:

- *Recap and evaluate CW 150* “Civil War: The Home Front” tourist map guide to Appalachia*
- *Learn about National Travel and Tourism Strategy and international tourism promotion*
- *Discuss emerging opportunities for collaboration in 2012 and beyond*
- *Review ARC and member state tourism activities*

Facilitator: *John Cartwright, Director of Regional Planning and Research, ARC*

10:00 a.m. – 10:10 a.m.	Welcome and Introductions
10:10 a.m. – 10:30 a.m.	Update on ARC Program Activities <i>Kostas Skordas, Regional Planner, ARC</i>
10:30 a.m. – 11:30 a.m.	Recap and Evaluation of “Civil War: The Home Front” Map Guide <i>Cheryl Hargrove, Hargrove International, Inc.</i>
11:30 a.m. – 12:30 p.m.	Update on National Travel and Tourism Strategy and International Tourism Promotion <i>Julie Heizer, Acting Director, Office of Travel and Tourism Industries, U.S. Department of Commerce</i>
12:30 p.m. – 1:00 p.m.	Lunch (provided)
1:00 p.m. – 2:00 p.m. <i>(conference call begins)</i>	Discussion of Emerging Tourism Advisory Council Opportunities for 2012–13
2:00 p.m. – 2:30 p.m.	Update on State Tourism Activities
2:30 p.m.	Meeting Adjourns

* CW150 is an abbreviation for the National Park Service Office of Tourism’s Sesquicentennial of the American Civil War initiative, which commemorates the 150th anniversary of the Civil War.