

THE HISTORIC TRIANGLE COLLABORATIVE

Meeting results of March 21, 2016

Members present:

Marvin Collins, Phil Emerson, Clyde Haulman, Bryan Hill, Ruth Larson, Carl Lum, Neil Morgan, Mitchell Reiss, Taylor Reveley, Karen Riordan, Jeff Wassmer and Sandy Wanner.

Special Guests”

Jim Utterback, VDOT Hampton Roads District Administrator, and Paula Miller, Communications Manager HR District VDOT

Discussion:

Sandy opened the meeting and welcomed David Cromwell, President of Busch Gardens.

Host Update

David welcomed the group and provided a brief update on the opening weekend and the planned new wooden roller coaster.

I-64 update

At the request of Clyde, Jim addressed the I-64 widening project and the need to keep motorists advised of any traffic or safety issues. Discussion focused on importance of keeping residents and tourists aware of alternatives to I-64 for travel to the area.

Review of Mission & Objectives

Members discussed the Economic Diversification Study recommendations regarding tourism with a substantive discussion of sports marketing. The three jurisdictions are working collaboratively to address facility needs and opportunities for partnerships. The cost of any new venues is a major concern.

Members agreed to bring their top three items to the next meeting.

Next Meeting

April 18 – College of William & Mary