



**GREENE COUNTY TOURISM**  
Tourism Council Meeting Minutes

Wednesday, February 12, 2020, 9:00 a.m.,  
Hammer & Stain – 8421 Seminole Trail, Ruckersville, VA

**Call to Order:** A meeting of the Greene County Tourism Council was called to order at Hammer & Stain, Ruckersville, Virginia on February 12, 2020. The meeting convened at 9:14 a.m., with Mr. Alan Yost presiding. NOTE: Council voted in new member Katherine Hess. Mr. Bill Henry made motion to approve, Mr. Chuck Swinney second and all approved.

**Attendance:** Those present were Alan Yost, Roy Dye, Katherine Hess, Bill Henry, Chuck Swinney and Michele Wallace. Guest included Jim Frydl and Diana Gamma.

**Approval of Minutes:** Mr. Roy Dye asked for correction to Reimbursement under Additional Comments. A motion was made by Council to defer approval of minutes to next scheduled meeting.

**Treasurer's Report:** The Council reviewed monthly financial reports. Mr. Bill Henry made motion to approve. **Motion carried.** Mr. Alan Yost asked for approval of \$3,000 expense for HVAC unit at current Visitor Center. Mr. Roy Dye made motion to approve expense. Motion carried.

**Unfinished Business:**

- 1) New Visitor Center Status – Greene County Facility Manager, Mr. Rick Morris is in charge of renovations at new visitor center. Mr. Joel Snow is the General Contractor. Contract is giving 60 days for all renovations to be completed.
- 2) Scenic Byway Proposal – There has been no updates. Continue to wait for approval letter from VDOT, has been delayed due to staff changes. There has been no notification of approval to other locations on application.
- 3) Digital Marketing – A targeted ad was placed for 30 days on Google promoting winter getaways. Blueridgelodging.com was a direct link on ad. Cost \$445.26. Mr. Alan Yost

proposed running another ad during March promoting weekend getaways. Council agreed.

- 4) Foothills Branding – There has been no real movement. Mr. Alan Yost has had conversations with Charlottesville/Albemarle Visitors Bureau on “29 Corridor” branding. Thoughts to include Culpeper region as well.
- 5) Tourism Signage – Mr. Jim Frydl, Planning Director & Zoning Administrator for Greene County spoke to Tourism Council on signage offered through state of Virginia. First Option: TODS (tourist-oriented directional signs) program also known as Integrated Directional Signage; Second Option: Wayfinding an Integrated program. Mr. Alan Yost proposed creating an independent directional signage program for county. This would require approval of BOS with change in zoning ordinance, a 2-3 month process (outside of design time).

**New Business:**

- 1) 2020-2021 Budget –
  - a. SNP – Susan Sherman with SNP Trust approached Mr. Alan Yost on potential sponsorship opportunity for county. Proposal included maintenance of SNP overlooks with signage at each location. (Overlook adopted by.....exploregreene.com) Cost \$20k to clean 3 overlooks in Greene County (potentially 4) possible matching donor \$10k.
  - b. PEC-Entry Run – Mr. Alan Yost approached by PEC group along with PATC to install a culvert allowing creation of 6 car parking lot for access to Entry Run hike. Waiting on cost.
  - c. Carriage House – Solutions to renovating will be pursued.
  - d. Winery Signs – Mr. Alan Yost proposed adding 4 other vineyards to existing Moss sign on Rt.33. Wine tour to include Moss, Kilauren, Stone Mountain, Hark, Glass House vineyards. (A) Mr. Alan Yost will look into detail, cost and report back to council.
- 2) Renting Space – Red Barn- RFP process will be put together to seek potential renters that can enhance tourism in the county.
- 3) Bear Festival – Organizer- Mrs. Judy Berger was suggested by Mr. Roy Dye to contact taking lead on organizing event.

**Adjournment:** The meeting adjourned at 10:44 a.m.