



GREENE COUNTY TOURISM
Tourism Council Meeting Minutes

Wednesday, June 10, 2020, 9:00 a.m.,
Greene County Visitor Center – 9157 Seminole Trail, Ruckersville, VA

Call to Order: A meeting of the Greene County Tourism Council was called to order at Greene County Visitor Center, Ruckersville, Virginia on June 10, 2020. The meeting convened at 9:10 a.m., with Mr. Alan Yost presiding in absence of Council Chair, Mrs. Deanna Gephart.

Attendance: Those present were Alan Yost, Bill Henry, Michele Wallace, John Silke, Chuck Swinney, Whitt Ledford and Roy Dye. Tina Deane was a late arrival on conference call. Guest included Diana Gamma.

Approval of Minutes: A motion was made by Mr. Roy Dye to approve minutes and Mr. Chuck Swinney second for the February 12, 2020 meeting.

Treasurer's Report: The Council reviewed monthly financial reports. Mr. Bill Henry made motion to approve. **Motion carried.** Mr. Alan Yost shared \$56K total projected cost of Taylor House repairs, etc. Mr. Bill Henry inquired as to how revenues will be managed going forward. Mr. Alan Yost responded: County will maintain budget next fiscal year, works on a cash basis and Tourism will be due one quarter.

Unfinished Business:

- 1) New Visitor Center Status – Grand Opening will be planned for September, possibly around Labor Day. Mr. Whitt Ledford suggested holding event once state has moved into “all” open phase. A list of projects still to be completed was shared with council.
- 2) Digital Marketing-Google Ads – Ad created directing viewers to tourism website lodging page has performed well specifically with high success of click throughs. It was suggested to use Montpelier, Monticello and Highland in hashtags on ad.

- 3) Tourism Signage – Mr. Alan Yost shared Stone Mountain Vineyards desire to have a wine trail. VA Logo’s cost for signage is \$450 a year per panel, 4 panels per sign. (A) Mr. Alan Yost will follow up with Mrs. Deanna Gephart.
- 4) 2020-2021 Budget – Final budget was reviewed and approved by B.O.S. Mr. Alan Yost will send via email to council.

New Business:

- 1) Greene Together Campaign – Mr. Alan Yost shared details of marketing campaign created by Tourism, EDA and Chamber of Commerce. This is a long-term commitment on “how to” relaunch and support businesses. Tourism council was asked to approve an expense of \$2.5k to the campaign. Mr. Chuck Swinney made motion to approve expense for GreeneTogether.com campaign. Mr. Bill Henry second.

Adjournment: The meeting adjourned at 10:37 a.m.