



**GREENE COUNTY TOURISM**  
Tourism Council Meeting Minutes

Wednesday, August 17, 2022 9:00 a.m.,  
Greene County Visitor Center / The Barn, 9157 Seminole Trail, Ruckersville, VA

**Call to Order:** A meeting of the Greene County Tourism Council was called to order at the Greene County Visitor Center in Ruckersville, Virginia on August 17, 2022. The meeting convened at 9:06 a.m., with Mrs. Deanna Gephart - Chair calling the meeting to order.

**Attendance:** Those present were David Fowley, Whitt Ledford, John Silke, Tika Rayson, Alan Yost, Roy Dye, Chuck Swinney and Deanna Gephart. Joining was Michele Wallace and Emily Byers (non-voting).

**Approval of Minutes:** A motion was made by Mr. Roy Dye to approve minutes and Mr. Chuck Swinney second for the June 8, 2022 meeting.

**Treasurer's Report:** The Council reviewed monthly financial reports.

**Old Business:**

- 1) Tourism Council Bylaws approval – Changes/edits made to current bylaws was shared with group for discussion.
- 2) Unspent TOT revenues – Mr. Alan Yost shared current balance in TOT funds. (A) Mr. Alan Yost and Mrs. Deanna Gephart will update memo to include funds spent prior to sending to Mr. Mark Taylor and B.O.S. (A) Mr. Alan Yost will invite Mr. Dale Herring B.O.S. to attend next meeting to participate in conversation.
- 3) Scenic Byway Signage – Signage has been created and currently at warehouse waiting for installation per Mr. Alan Yost last communication with VDOT.
- 4) (Added to agenda) Director Updates –
  - a) Mowing – Will be presenting request at next B.O.S. meeting to request R.F.P.

- b) Digital Marketing – A meeting is scheduled for Thursday, August 18 @ 9:00am with a digital marketing group. Mr. Alan Yost invited Tourism Council to attend. (A) Mr. Alan Yost will email Mr. Bill Henry invitation.

**New Business:**

- 1) TOT Rate Increase (consideration of) – Council discussed pros & cons of applying for a TOT rate increase to 8% which aligns with Charlottesville/Albemarle current rate. This would be an increase of 3% over current rate. Group asked for additional information to identify need and benefits to residents & tourist.
  
- 2) New Tourism Council member - Suggestions and discussion on additional member. Mrs. Jen Marie Jacober, co-owner of Jack's Shop Kitchen was suggested. Mr. Chuck Swinney made motion to accept Mrs. Jen Marie Jacober as Tourism Council member and Mr. David Fowley second. All were in favor.

**Adjournment:** The meeting adjourned at 10:33 a.m.