



## GREENE COUNTY TOURISM

### *Draft* Tourism Council Meeting Minutes

Wednesday, October 19, 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 October 19, 2022. The meeting convened at 9:04 a.m., in the absence of Mrs. Deanna Gephart – Chair, Mr. Bill Henry called the meeting to order.

**Attendance:** Those present were Bill Henry, Jen Marie Jacober, Alan Yost, Chuck Swinney, Roy Dye, Tika Rayson, Whitt Ledford and David Fowley. Joining was Michele Wallace (non-voting), Emily Byers (non-voting) and Dr. Aaron Smith, General Manager of Holiday Inn Express Suites Ruckersville.

**Approval of Minutes:** A motion was made by Mr. Chuck Swinney to approve minutes and Mr. Bill Henry second for the August 17, 2022 meeting.

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

### **Old Business:**

- 1) Tourism Council Bylaws approval – Amendments have been approved by all members of the council. New document was presented to B.O.S. which has tabled approval for now, due to transition in county administrator role. Mr. Alan Yost is meeting with Interim County Administration October 20, 2022 to discuss.
- 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 interim county administrator 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 – Signs have been installed on both Rt. 810 / Dyke Road and Rt. 230 / Madison Road. This new designation will allow marketing of smaller loops and tagging onto the very well-known tourist attraction of the Shenandoah National Park.

- 4) **(Added to agenda)** Updates –
  - a) Virginia Clay Festival – Another successful year. Attendance was inline with prior years. Over 50 percent of those attending continues to come from outside the region. VCF Team will look at a marketing blitz specific to clay vendors to increase the pool of potential potters.
  - b) Greene Commons – An update was given by Mr. Bill Henry and Mr. Roy Dye on certification of Ellen Shrock as Farmers Market Manager, current number of weekly visitors, additional grant funds available and work on increasing SNAP sales.

**New Business:**

- 1) VTC Economic Impact Report – Mr. Alan Yost shared report with council. The VTC report is consistent with our tracking, with only difference being calendar vs physical years.
- 2) Rack Card - Suggestions were shared by council on ways to improve current tourism rack card. Several ideas included: map of Greene County with SNP clearly marked, add a QR code, update pictures, and include a tagline. **(A)** Mr. Alan Yost will bring a draft to next meeting for council feedback.
- 3) Outdoor Marketing – Part of strategic plan for is to promote outdoor activities as a way to gain larger visitation by day trippers. There have been several meetings discussing collateral material with local designer. **(A)** Alan will work with Holiday Inn Express Suites Ruckersville on marketing ideas (pop up advertising on Waze, Google, etc.) Updates coming soon.
- 4) **(Added to agenda)** Short term lodging registry – Mr. Alan Yost shared with the council a this new registry under consideration which is being present to B.O.S. Council agreed to have Mr. Alan Yost speak on councils behalf against this.

**Adjournment:** The meeting adjourned at 10:28 a.m.