



GREENE COUNTY TOURISM

Tourism Council Meeting Minutes

Wednesday, February 8, 2023 9:05 a.m.,

Greene County Visitor Center / Conference Room, 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 / Conference Room in Ruckersville, Virginia on February, 2023. The meeting convened at 9:05 a.m., in the absence of Mrs. Deanna Gephart – Chair, Mr. Whitt Ledford – Co Chair called the meeting to order.

Attendance: Those present were Roy Dye, Bill Henry, David Fowley, Jen Marie Jacober, Whitt Ledford and Alan Yost. Late arrival Tikka Rayson. Guest included Kelli Williams with Virginia Tourism Corporation. Joining was Michele Wallace (non-voting) and Emily Byers (non-voting).

Approval of Minutes: A motion was made by Mr. Bill Henry to approve minutes and Mrs. Jen Marie Jacober second for the December 14, 2022 meeting.

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

Old Business:

- 1) Short term lodging registry – Board of Supervisors voted to table this for 5 months allowing time for Air bnb and newly appointed Commissioner of Revenue time to acclimate and bring all numbers, processes current. (A) Council will review again in 4 months (place on agenda) to stay ahead of B.O.S. and options.
- 2) Budget – Mr. Alan Yost has presented to B.O.S. proposed budget keeping bottom line flat. Mr. Bill Henry made motion to support budget proposed, Mr. David Fowley second, and all agreed.
- 3) Draft Video - Current video was shared with council for feedback/discussion.
Recommendations: different music (bluegrass, country, upbeat) include multi-generational people/families, specific locations, downtown Stanardsville, historic buildings, Greene Commons, sunrise or sunsets from the mountain view, include VA Clay Festival, lodging.

All liked the #lovegreene tag. Video once finalized, will be on tourism website and shared on other social media.

New Business:

- 1) Red, White, Blue ‘n Greene Support Request – The council discussed additional support requested of \$10k from current \$5k sponsorship. Final decision was to invite a representative to next meeting allowing council members to ask questions and discuss any concerns. (A) Mr. Alan Yost will invite a representative from the RWB‘nGreene committee to attend next meeting.
- 2) Black Bear Festival – An event planner, Judy Beurger (manager of Greene Farmers Market) has been hired for the next 1-2 years. This will be a spring, community focused event. Inaugural event planned for Spring 2024. Initial meeting for brainstorming scheduled. Ideas shared: a pilot program, set up table to promote at currently scheduled events.
- 3) Discuss Alternative Meeting Dates – Council discussed options of rescheduling current meetings dates to another day. After input from members all agreed to move day from second Wednesday to second Tuesday every other month keeping time 9:00am- 10:30am. Council discussed creating a very informal, casual, quarterly gathering over coffee perhaps to include long term residents and multi-generational families.
- 4) STAR: Business Attraction – Mr. Roy Dye shared with council the community business launch grant. Currently identifying properties in Stanardsville, with 12 locations available. Updates to come.
- 5) (Added) Restaurant Marketing – Mr. Alan Yost had no updates to share with council. Will focus on this item in coming months.
- 6) (Added) Email to council-New Business/County update - Council requested updates from Mr. Alan Yost via email on new businesses or other significant county happenings to keep members informed. (A) Mr. Alan Yost will put this on his to do list.

Adjournment: The meeting adjourned at 10:45 a.m.