



GREENE COUNTY TOURISM
Tourism Council Meeting Minutes

Tuesday, April 11, 2023 9:07 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 April 11, 2023. The meeting convened at 9:07 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, Whitt Ledford and Alan Yost. 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 as amended and Mr. Roy Dye second for the February 8, 2023 meeting. Motion carried.

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

Old Business:

- 1) Draft Video - Permission just received from the State to use full ARPA funds for videographer work (website upgrade has been postponed). This allows for a few additional days of video work. The final product will include 4 - 30 second spots along with the 3 - minute current video. (A) Mr. Yost will follow up with videographer on additional video work.
- 2) Red, White, Blue 'n Greene request update – Council discussed to approve \$10,000 sponsorship with three stipulations: 1. Activities are held in Stanardsville to bring back the true meaning of the Independence Day and attention to the town (i.e. activities on Courthouse steps after parade. 2. Tourism be given significant publicity for donation and giving back to the community. 3. This is a one-time commitment. For future consideration of any amount, data needs to be provided to prove tourism impact. Mr. Bill Henry made motion to approve with stipulations, Mr. David Fowley second. Motion carried.

- 3) Black Bear Festival update – Mr. Alan Yost shared with council the following updates provided by Ms. Judy Berger: date finalized for June 1, 2024; Stanardsville United Methodist Church has been contacted to possibly partner when Strawberry Festival returns; planning team will be attending festival held in N.C. in June: Logo sketches have been sent to graphic designer; marketing planning is underway. Event will be community focused and include the Appalachian Trail and Shenandoah National Park.

New Business:

- 1) Tourism Council Member – With the vacancy created by departure of Mrs. Tikka Rayson council made recommendations on replacement considering those businesses underrepresented on council. Suggestions mentioned: Golden Horseshoe Inn / Alun Ward or daughter, Highland Golf / Gretchen Scheuermann, Parks & Recreation / Justin Bullock, one of several Mexican restaurants in county, Fiorano's, Wedding Venues and Bittersweet Java. Council suggested to invite potential new member to next meeting.
- 2) New Business update – Tourism businesses recently opened in county: several new Airbnb's, Blossom Ridge Farm and Winery in Ruckersville opening in Spring 2024.

Adjournment: The meeting adjourned at 10:13 a.m.