



GREENE COUNTY TOURISM

***Draft* Tourism Council Meeting Minutes**

Tuesday, June 13, 2023 9:04 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 June 13, 2023. The meeting convened at 9:04 a.m., in the absence of Mrs. Deanna Gephart – Chair, and Mr. Whitt Ledford – Vice Chair, Mr. John Silke called the meeting to order.

Attendance: Those present were John Silke, Bill Henry, David Fowley, Roy Dye, Chuck Swinney and Alan Yost. Jen Marie Jacober joined by zoom. Michele Wallace (non-voting) and guest Ann Flinn were present.

Approval of Minutes: A motion was made by Mr. Bill Henry to approve minutes as presented and Mr. Roy Dye second for the April 11, 2023 meeting. Motion carried.

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

Old Business:

- 1) Black Bear Festival – Due to injury incurred by Judy Berger no one was able to attend the N.C. Festival as originally planned. A Virginia Black Bear Festival Facebook page has been created. Planning continues to move forward.
- 2) Tourism Council Member – At this time there is one vacant spot on the council and final confirmation needed for a possible second. Contact has been made with Heather Tussing – Wedding Planner at Golden Horseshoe Inn who is very interested and plans on attending next TC meeting in August. BitterSweet Java co-owner David Sour was also contacted. Another call is needed to follow up on interest.
- 3) TOT carryover funds – Mr. Alan Yost shared with council current funds is \$340k. This amount has been confirmed by the auditors. Brenda Garten, acting County Administrator has committed confirming this in writing in a memo, and present to B.O.S. prior to her leaving and new county administrator coming on board at end of June.

- 4) Tourism Council Bylaws – Council discussed any necessary changes needed to updated document sent out for review. Several changes were requested. Mr. David Fowley made motion to approve with changes requested and Mr. Chuck Swinney second. All approved. (A) Mr. Alan Yost will make the edits discussed, share with Mr. Roy Dye for grammar/punctuation and then submit for review / approval by County Attorney to present at next B.O.S. meeting.

New Business:

- 1) Marketing Presentation by Ann Flinn – Ann Flinn pitched marketing ideas to the council. Council asked for additional information. (A) Mr. Alan Yost will request a proposal with metrics and a one-year commitment. Will share with council once received.
- 2) Shenandoah National Park–Marketing/Logo – Mr. Alan Yost shared with council possible ways to market Stanardsville, Ruckersville, and Shenandoah National Park alongside the Greene VA logo and other marketing material. The idea was to keep the current logo as is.
- The Council shared several ideas on changing the logo; in addition, the consensus was to not include these three destinations as part of the logo itself.



- 3) Election of Officers – Council discussed current members, roles and any interest in volunteering for Chair position which is currently vacant. Jen Marie Jacober volunteered to take on Chairperson role. Whitt Ledford will remain as Co-Chair. Roy Day made motion to accept and Chuck Swinney second. All were in favor.

Adjournment: The meeting adjourned at 11:06 a.m.