

**Visit Bath County
Board Meeting Minutes
July 21, 2025**



Call to order: 12:05 p.m.

In Attendance: Tammy Hahn, John Cowden, Leanne Harrow, Pat Haynes, Will Hodges, Peter Fowler, Mark Spadoni, John Loeffler, Russell Perry, Kat Taylor

Staff: Mark Shore

Absent: Jarek Mika, Blair Smyth, Emily Ellis, Pam Stidham, Taylor Baker, Mike Bender, Jason Miller

Meeting Minutes: Minutes of June 16, 2025, meeting presented.

Motion to Approve: Peter Fowler motioned for approval; seconded by Pat Haynes. Motion passed.

Welcome to new Board Member Kat Taylor representing the Arts in Bath County with her position at Garth Newell.

The Interim Chair of the Chamber of Commerce, Alan Eberle, has been invited to join VBC as a non-voting member.

Treasurer's Report

- Mark Shore presented the profit and loss statement indicating that Burke and Herbert are in the process of administering the year-end financials.
- August will have the end of the year financials for review.

Motion to Approve the Financials: Leanne Harrow motioned to approve; seconded by Peter Fowler. All approved.

Committee Reports

Executive Committee

- There was no meeting held in June so nothing to report.

Presidents' Report

- Website and Calendar update – digital program is being refreshed for improved contact functionality and enhanced website accessibility.
- Outsourcing media and advertising will include:
 - ALR/MindK for website development with comprehensive improvements.
 - Advance Media will oversee digital advertising to drive viewers to the website. They will be doing a campaign for the Holiday season.
 - Resplendent to oversee social media accounts.
- Resplendent reported 10,558 visitors to the websites with an average spend of \$5.65 per visitor.
- Resplendent will make available social media packets for local businesses as a cost share opportunity and are planning to come to the next board meeting in August. *(was rescheduled after this meeting to 9/23)*
- The Board will be able to have input as they progress.
- Building update:
 - Signage will be up soon.
 - Weekend vendors may be a possibility.
 - Painting continues in the hallway.
 - Taylor Baker has submitted a lease for review.

- Appropriations update: The BOS passed a measure that will allocate funds specifically to VBC.
- The bed tax should come fully to VBC.
- A newly formed Governance Committee will be tasked with reviewing the bylaws and contracts and Tammy will send out a request to participate.

Community Partners

Chamber of Commerce - Representative not present. No updates provided.

EDA – Representative not present. No updates provided.

County of Bath – Representative not present. Budget has been approved.

Old Business

- Coffee Talk will be held on Wednesday, July 23 at 11:30 a.m. Jeff Ford will be the speaker and give an update on the airport.

New Business

- The Homestead will host 140 international women golfers for the USGA Senior Women's Amateur Events scheduled for September 13 – 18, 2025.
- Mark Shore's scheduling conflict necessitates moving the August meeting to August 23.

Motion to Adjourn: John Loeffler motioned to adjourn; seconded by Peter Fowler. Meeting adjourned at 1:08 p.m.