

**Visit Bath County
Board Meeting Minutes
August 25, 2025**

Call to order: 12:10 p.m.

In Attendance: Tammy Hahn, John Cowden, Leanne Harrow, Pat Haynes, Peter Fowler, Mark Spadoni, John Loeffler, Russell Perry, Pam Stidham, Taylor Baker, Jarek Mika, Allen Eberly

Staff: Mark Shore

Absent: Will Hodges, Kat Taylor, Blair Smyth, Emily Ellis, Mike Bender, Jason Miller

Meeting Minutes: Minutes of July 21, 2025, meeting presented.

Motion to Approve: Pat Haynes motioned for approval; seconded by Russel Perry. Motion passed.

Executive meeting minutes: Presented and approved.

The Interim Chair of the Chamber of Commerce, Allen Eberly, was introduced to the board as a non-voting member.

Treasurer's Report

- Peter Fowler presented the profit and loss statement and indicated a total balance of \$447,000 although the statement reflects a loss of \$59,518 because funds from the county will not be received and specified on the statement until the end of August.

Motion to Approve the Financials: Pam Stidham motioned to approve; seconded by Pat Haynes. All approved.

- Meals and Lodging end of fiscal year report was presented and discussed.
- Lodging shows an increase of 52% and meals taxes are up 39% from last year.
- Airport is over budget and skews the numbers.
- VBC is a pass-through partnership with the Airport funds. State and Federal grants represent 83% of the funds for the Airport renovations.

Executive Committee Report

- The Visitor Center will have a grand opening ribbon cutting on August 29.
- The September 23rd Coffee Talk will feature a representative of Resplendent.
- Short term rental data resources indicate discrepancies between Granicus (110), Bath County (50 business license rentals), and VBC website (70).

Presidents' Report

- Visitor Center opening and ribbon cutting on Friday.
- Center will be open 7 days a week but will be staffed by Eddie Homes on Fridays & Saturdays and a volunteer on Sundays.
- Office staff will assist visitors during the week as needed.
- A document outlining details and protocols for operation and customer support will be available to staff and volunteers.
- A form will be created to collect soft data from visitors and to understand traffic to the center.
- Volunteers to staff Sunday are needed.
- The Advance Travel and Tourism report indicates strong early momentum in digital expansion.
- Their fee of \$60,000 will be offset with the \$20,000 from the VTC marketing grant.
- MindK is updating the website with comprehensive improvements.
- There have been three local businesses who have expressed interest in the Resplendent cost share program.

- Marketing position update: Mark Shore has received seventeen applications, ten phone interviews and will interview two applicants this week.
- Building update: Wiring is taking place currently.
- The ESTO Conference Mark Shore attended indicated a major trend in AI searches for information over Google searches in the future.

Community Partners

Chamber of Commerce - Upcoming events: Harvest Festival September 27 on Main Street and the Golf Tournament at Cliffview.

EDA – Representative not present. No updates provided.

County of Bath – Representative not present. No updates provided.

Old Business

- The Governance Committee is meeting to review the contract with the county and the lease on the building. Pat Haynes volunteered to review the lease also.

New Business

- Visitor Center Ribbon Cutting noon on Friday August 29.
- The BEAR soft opening on Saturday August 30.
- Coffee Talk on September 23, 2025, at 11:30.
- The Homestead will host 140 international women golfers for the USGA Senior Women's Amateur Events scheduled for September 13 – 18, 2025.

Motion to Adjourn: John Loeffler motioned to adjourn; seconded by Pam Stidham. Meeting adjourned at 1:10 p.m.