

**Visit Bath County
Board Meeting Minutes
September 15, 2025**

Call to order: 12:06 p.m.

In Attendance: Tammy Hahn, John Cowden, Pat Haynes, Peter Fowler, Mark Spadoni, John Loeffler, Will Hodges, Russell Perry, Pam Stidham, Kat Taylor, Jarek Mika, Mike Bender

Staff: Mark Shore

Absent: Leanne Harrow, Blair Smyth, Emily Ellis, Taylor Baker, Jason Miller, Allen Eberly

Meeting Minutes: Minutes of August 25, 2025, meeting presented.

Motion to Approve: Peter Fowler motioned for approval; seconded by Pam Stidham. Motion passed. (Will Hodges abstained - not present at the August meeting).

Treasurer's Report

- Peter Fowler presented the profit and loss statement and indicated half of the revenue from the county (\$200,000) is expected.
- Net revenue available for the remainder of the year is approximately \$663,000.
- Budget is fully mapped in QuickBooks.
- The new bookkeeper is more responsive than the previous one.

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

Executive Committee Report

- Nothing to report due to Mark Shores's out of office travel.

Presidents' Report

- Digital campaign with Advanced Travel & Tourism showing strong performance after 30 days.
- Website is currently 70% complete with backend updates by Mind-K.
- Expected completion: mid-October.
- Updated content and calendar of events to be priority once complete.

PR & Social Media:

- Social media growth of 500% since Resplendent took over.
- Virginia Living and Inform magazine articles published; print copies arriving September 23rd.
- Working with Living Arts Festival on digital influencer outreach and photography.

New Hire:

- Max Catalano hired as Destination Marketing Manager.
- Start date: September 23, 2025.
- Background: Virginia Tech, strong photography, and journalism credentials.
- Compensation includes base salary plus quarterly photo asset bonus structure.

Community Partners

Chamber of Commerce

- Upcoming events: Harvest Festival September 27 on Main Street.

EDA

- Exploring grants from Virginia Housing for employee/workforce housing challenges.
- County and EDA are eligible for multiple grant opportunities.

County of Bath

- County Fair: September 21st in Millboro, 10 AM - 4 PM, \$10 admission.
- J. Bryan appointed interim supervisor for Valley Springs District (Lee Fry vacancy).
- Special election scheduled for November 2026 alongside regular elections.
- School Board appointments being made September 16th.

Old Business

- **Governance:** Contract review in progress; recommendations to be sent to attorney this week. Bylaws review to follow.

New Business

- Set hours established:
 - Monday-Friday: Regular business hours
 - Saturday: 11 AM - 4 PM
 - Sunday: 1 PM - 4 PM (volunteers needed)
- Tracking visitor traffic by hour to optimize schedule.
- Eddie Homes, hired as part-time staff (Friday afternoons, Saturdays) - will assist with volunteer recruitment.
- Building signage permit application in progress.
- Contactless social media connectors are installed at the visitor center and gazebo.

Upcoming Events:

- Living Arts Festival: Current weekend.
- Coffee Talk with Resplendent PR: Tuesday, September 23rd, 11:30 AM at The Hub.

Motion to Adjourn: Will Hodges motioned to adjourn; Meeting adjourned at 12:44 p.m.