



**Visit Bath County
Board Meeting Minutes
November 17, 2025**

Call to order: 12:02 p.m.

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

Staff: Mark Shore

Absent: Blair Smyth, Emily Ellis, Taylor Baker, Jarek Mika, Mark Spadoni, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of October 20, 2025, meeting presented.

Motion to Approve: Pam Stidham motioned for approval; seconded by Russell Perry. Motion passed.

Treasurer's Report

- Peter Fowler presented the financial statement from July – October 2025.
- The financials are showing an \$11,000 difference which is currently being tracked.
- The budget shows that spending is running on track for the fiscal year.

Motion to Approve Financials: Pam Stidham moved to approve the financial statement as presented; seconded by Leanne Harrow. Motion passed.

Executive Committee Report

- Discussion on the January – March winter marketing campaign ideas.
- Emphasis on promoting the Warm Springs pools and coordinating with The Homestead conferences to manage community overflow.
- Discussion on sharing occupancy data weekly, like other markets although challenges were brought up about price fixing issues.
- Suggestions about putting tourist information in conference packets and speaking in front of groups were presented as ideas.

Presidents' Report

- The Destination Marketing Manager, Max Catalano, has been working with Resplendent on updating the website.
- Max gave a visual presentation on traffic sources and Instagram photos and indicated an 18% increase in visitors to the site spending 37% more time.

- The Calendar of Events is up and running showing significant improvement in event submissions. Locals can list events, but they can only be changed by contacting Max.
- Defining what qualifies as an event was discussed, local and community events primarily open to the public to be included.
- Task force needed for review of Fund 15 & 16 official guidelines. The volunteers include:
 - John Loeffler
 - Pam Stidham
 - Leanne Harrow
 - Tammy Hahn
- Peter Fowler, a member of the Preservation Bath committee, provided an update regarding the progress of establishing a designated historic district.
- The Warm Springs Pools, The Homestead Resort and Oakly Farm have designations.
- Bacova and Warm Springs are up for the historic district designation through DHR.
- Benefits include a tax credit for renovations.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

New Business

- Mark Shore's annual performance review. Tammy to send a survey to board members this week.
- Code of Ethics distributed and signed by board members.
- New water bottles and filling station promotion initiative. Water bottles suggested voluntary donations from \$3.50 to \$7.00.

Motion to Adjourn: John Loeffler motioned to adjourn; seconded by Pam Stidham. The meeting adjourned at 1:00 p.m.