



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

Call to order: 12:05 p.m.

In Attendance: Tammy Hahn, Pat Haynes, Peter Fowler, Kat Taylor, Will Hodges, Russell Perry, Leanne Harrow, Jarek Mika, Taylor Baker, John Loeffler

Staff: Mark Shore

Absent: Pam Stidham, John Cowden, Mark Spadoni, Blair Smyth, Emily Ellis, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of November 17, 2025, meeting presented.

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

Treasurer's Report

- Peter Fowler presented the financial statement as of November 30, 2025.
- The financials indicate a low actual amount spent in Heritage & Outdoor Markets based on the time of year contract was signed and setup for payments from RAMP delayed.
- The budget shows a conservative spending outlook with a projected balance at the end of the fiscal year.
- Mark Shore is to send the county an invoice for payment in January for second half of the funds for Visit Bath operations and marketing.
- Discussion on the oversight and management of the airport project considering it being 184% over budget.
- A closed session with the BOS may need to be planned to address the airport funds.
- Financial strategy and reserve fund use policy are being reviewed to ensure they are used effectively.
- Before presenting reserve funds to the full board, the Executive Committee will review them.

Motion to Approve Financials: Leanne Harrow moved to approve the financial statements as presented; seconded by Kat Taylor. Motion passed.

Executive Committee Report

- Discussion on winter/shoulder season marketing and the need to target specific weeks and broader visitor demographics.
- How to best differentiate Bath County during specific times of year.

- Mark Spadoni's position on the board will be ongoing until which time he decides to name a replacement representing the Omni.
- CrowdRiff contract has ended with a reallocation of \$16,000 this year to go towards photography equipment.

Presidents' Report

- The Destination Marketing Manager, Max Catalano, to meet with a writer about Lake Moomaw.
- Max is working on Virginia.org updates.
- VBC ads appear in The Recorder as space filler as part of the grant with them, 5 copies will be available each week for visitors at the visitor's center.
- Photography equipment was purchased for Max, an expert in the field. The importance of having high quality local photos and video is expected to improve marketing ROI and better social posting results.
- As update was given on social media posts and campaigns, highlighting the success of recent efforts including Facebook and Instagram. Tik Tok was discussed.
- A workshop on social media for stakeholders was proposed for a future Tourism Talks at The Hub.
- Requests for use of the HUB conference room, as well as consistency regarding user categories and possible fees, were discussed.
- Homestead to celebrate their 260th anniversary next year.
- A social media presentation indicated that website google searches are up 26.5% from last year.
- Engaged sessions in wellness and spas are up 17.5% with attribution to Facebook.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

Old Business

- Code of Ethics signed forms are due.
- Airport session to discuss financials to be planned.

New Business

- The Bath County Art Association grant, initially set at \$10,000 for a feasibility study, will be changed to \$5,000 per year in 2026 and 2027. The VBC logo will also be featured on their outreach and marketing materials.

Motion to Adjourn: Russell Perry motioned to adjourn; seconded by John Loeffler. The meeting adjourned at 1:40 p.m.