



**Visit Bath County
Board Meeting Minutes
January 26, 2026**

Call to order: 12:06 p.m.

In Attendance: Tammy Hahn, Peter Fowler, Kat Taylor, Russell Perry, Leanne Harrow, Jarek Mika, Taylor Baker, John Loeffler, John Cowden

Staff: Mark Shore

Absent: Pam Stidham, Will Hodges, Pat Haynes, Mark Spadoni, Blair Smyth, Emily Ellis, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of December 15, 2025, meeting presented.

Motion to Approve: Peter Fowler motioned for approval; seconded by Russel Perry. Motion passed.

Treasurer's Report

- Peter Fowler presented the financial statement as of December 31, 2025.
The financial statements report a net revenue of \$72,000. Increased expenditures in advertising and marketing are expected to balance over time.
- The budget shows a conservative spending outlook with a projected balance at the end of the fiscal year.

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

Executive Committee Report

- Discussed with Mike Bender that Fund 16 Reserves are depleted and no further funding for the Airport Terminal should be expected for the Airport Authority.
- He stated the airport would finish on schedule and within budget due to contractor penalties.
- Review of the Official Policy on Lodging Tax Funds Expenditure provided by Mark Shore and Executive Board, outlines the statutory allocations of each fund and how the funds are appropriated.
- Fund 15 is designated for tourism and travel marketing initiatives that generate tourism revenue.
- Fund 16 is designated for capitol improvements, regional marketing, travel, transportation, and staff as part of regional marketing.
- This policy enhances clarity in spending and transparency, reducing the likelihood of discrepancies.

Motion to Approve: Russel Perry moved to accept the Lodging Tax Funds Expenditure Policy as presented; Peter Fowler seconded. The motion passed unanimously.

Presidents' Report

- Pam Stidham and John Loeffler's second board terms end in June. Peter Fowler will begin a second term. Board members may serve up to two 3-year terms.
- Blair Smyth and Emily Ellis have missed multiple meetings, and missing three justifies removal from their board seats per policy.
- John Hess has sent an application to serve on the board. There will be vacancies that he might fill including as a representative of Large Hotel, or even member at large.
- Mark Spadoni has not resigned from his board seat and continues to serve on the board but the discussion was to make the request for representation from the interim General Manager.
- An introductory meeting with the Omni's Interim GM will be arranged to gather their input regarding the Large Hotel board representation and who they would recommend.
- The nominating committee (John Loeffler, Tammy Hahn, Taylor Baker) will meet to continue board selection discussions and follow up with non-attending board members.
- Granicus short term rental company is reviewing the GIS system provided by Bath County to determine matching STR data. There appear to be around 85 Short Term Rentals in Bath County.

Marketing

- An article about Bath County appeared in Charlottesville City Magazine.
- Freelance Eric Wallace is writing an article in Oxford American Magazine. The publication has affiliation with Southern Foodways Alliance.
- Instagram posts increased by 67% from November to December, while time spent on the site rose by 31%, suggesting that target market focused marketing was effective.
- Over 20,000 users viewed our ads and then returned later to visit our website.
- Paid search results are dropping with the popularity of AI.
- Max will attend the Destination Marketing Summit in Cleveland in February and share updates at the March Coffee Talk.
- The photography equipment purchased for Visit Bath includes a drone; Max will obtain FAA certification to be able to legally fly and photograph here in Bath County.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

New Business

- Tammy, Taylor, John and Jarek will review the contract before it is sent to the BOS.

Motion to Adjourn: John Loeffler made a motion to adjourn; seconded by Peter Fowler. The meeting adjourned at 12:55 p.m.