



**Visit Bath County
Board Meeting Minutes
February 23, 2026**

Call to order: 12:02 p.m.

In Attendance: Tammy Hahn, Peter Fowler, Kat Taylor, Leanne Harrow, Jarek Mika, John Cowden, Taylor Baker, Pam Stidham, Will Hodges, Pat Haynes, Mark Spadoni, John Loeffler

Staff: Mark Shore

Absent: Blair Smyth, Emily Ellis, Russell Perry, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of January 26, 2026, meeting presented.

Motion to Approve: Pam Stidham motioned for approval; seconded by Pat Haynes. Motion passed.

Treasurer's Report

- Peter Fowler presented the financials from July 2025 through January 2026.
- The budget reflects a cautious approach to spending, with costs expected to remain below budget, including the anticipated payments for the new airport terminal.

Motion to Approve Financials: Mark Spadoni moved to approve the financial statements as presented; seconded by Pat Haynes. Motion passed.

- Concerns were expressed about airport expenditures, tracking invoices, and project delays.
- Airport Invoices are submitted initially to the consulting company for review, then sent to the state for their 90% payment, and subsequently forwarded to Visit Bath to disperse the matching 10% from Fund 16 Reserves.
- The state has a consulting firm to monitor finances and work quality during the construction.
- It was expressed that VCB is responsible for promoting the airport and acting as an intermediary for the Fund 16 Reserves but does not have oversight or liability.
- Visit Bath checks go to the airport authority; state grants cover 90%
- Jeff Ford will be invited to the next meeting to review the timeline and provide a comprehensive progress update.

Motion: Will Hodges moved to authorize a VBC representative to contact the airport authority and consultant to obtain an update regarding the project's timeline, funding status, and overall progress. Mark Spadoni seconded the motion, which was then approved.

Executive Committee Report

- In the 2026-2027 fiscal year budget, advertising expenses are expected to rise while marketing expenses will decline since Max's contributing photography in-house will show up as a personnel cost vs. contracted photography previously in marketing lines.
- As Resplendent's third year contract reaches its conclusion, a Request for Proposal (RFP) will be issued. This process is not intended to discontinue the current arrangement, but rather to evaluate potential alternatives.

- The visitor center staff will be included in the personnel lines and reflected as an increase within the administrative staff budget category but is a transfer from budgeting it as a Visitor Center expense.
- Fund 16 reserves from the county will be mostly depleted after the final payment to the airport authority.
- There are likely surplus funds at the end of this fiscal year that will move to a reserve fund and held according to Visit Bath's reserve fund policy.
- The interim Omni General Manager recommended John Hess for the large lodging board seat until a permanent CEO is appointed.
- Blair Smyth and Emily Ellis will step down from their board seats due to absenteeism.

Motion: John Loeffler moved to create board seat 8 for Mark Spadoni as the At Large Hospitality Advisory position, and to assign seat 5 to John Hess as the interim representative for the large lodging seat. Kat Taylor seconded the motion. The motion passed unanimously.

Presidents' Report

- Mark and the Executive Board discussed and are seeking to fill an administrative assistant position to provide support to Mark and Max with bookkeeping, visitor center, and project management.
- The reserves anticipated now and at year's end will fund the staff position so that we can hire before July, position will be full or part-time, depending on the candidate.

Motion: Peter Fowler moved to approve hiring an administrative assistant for Mark and Max. Pam Stidham seconded. The motion passed unanimously.

- The annual report by AHTA detailed 100 miles of trails impacted with clearing and maintaining.
- AHTA is a dedicated line item in the Visit Bath budget at \$10,000/annually.
- They work with Visit Bath to identify best trails suited for marketing to visitors.
- A trail leading from the visitor center to the courthouse is currently being discussed.

Marketing

- Bath County made the cover of Albemarle Magazine and will be noted in an upcoming issue of Oxford American.
- Max is updating the website daily and indicated an 118% increase in website traffic.
- Discussions took place regarding marketing strategies aimed at weddings and groups.
- Signage improvements were discussed including VDOT grant and the state Wayfinding program.
- Mark was asked to investigate both event space on the website and a future signage strategy.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

Motion to Adjourn: Peter Fowler made a motion to adjourn, seconded by Will Hodges. The meeting was adjourned at 1:35.