



**Visit Bath County
Board Meeting Minutes
March 16, 2026**

Call to order: 12:03 p.m.

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

Staff: Mark Shore

Absent: Tammy Hahn, Russell Perry, Taylor Baker, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of February 23, 2026, meeting presented.

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

Invited guest- Jeff Ford, Chairman, Bath County Airport Authority

- Mr. Ford provided an update on the airport terminal project, including construction progress, funding, and timelines.
- Two grants support the project:
 - 1) Site Plan – 90% state, 10% local – 55% complete Scope includes all areas five feet away from the building.
 - 2) Construction Plan – 83% State/17% local – 40% complete
- The local funding contribution to date totals \$310,463.
- Winter conditions caused delays of 2 months, completion is now projected for late July.
- Biweekly onsite construction meetings are ongoing to coordinate progress.

Public Relations Overview – Melissa Grady, VP, Resplendent Agency

- Goals are to drive market awareness and expand marketing to North Carolina and Ohio.
- Primary focus being wellness marketing, outdoors, unplugging, restorative and “micro-cations” (extended weekends).
- Three-year progress report includes forty-three articles with national spotlights in Vogue, Southern Living, Travel and Leisure and increased website performance.
- Opportunities include offering wedding packages, targeting the second wedding market, organizing family reunions, and providing activities such as hiking and trail riding.

Treasurer’s Report

- Peter Fowler presented financials statements from July 2025 through February 2026.
- The budget reflects pre-paid advertising and a healthy slush fund heading into the next fiscal year.

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

Executive Committee Report

- Welcome John Hess, interim Board member for the Omni Hotel.
- In accordance with the bylaws, Emily Ellis and Blair Smyth have been formally notified of their removal from the board.

- The nominating committee will seek board candidates, including one to replace Pam Stidham in lodging, while Kate Loeffler is set to succeed John Loeffler.
- An updated list of all board members must be submitted to the SEC on an annual basis.

Presidents' Report

- Mark has drafted a job description to hire an administrative assistant.
- A request for proposal to hire a marketing agency has been submitted, with Resplendent and four other agencies as candidates. The deadline is April 9. A task force will review submissions.
- NextTown, an AI tracking company, may be used to monitor tourism misinformation.

Marketing

- Bath County made the cover of Albemarle Magazine and will be noted in an upcoming issue of Oxford American.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.
- John Loeffler and Taylor Baker will review the contract with the county.

Motion to Adjourn: Jarek Mika made a motion to adjourn, seconded by Peter Fowler. The meeting was adjourned at 1:50.