



**Visit Bath County
Board Meeting Minutes
April 20, 2026**

Call to order: 12:05 p.m.

In Attendance: Leanne Harrow, Jarek Mika, John Cowden, Pam Stidham, Will Hodges, Pat Haynes, John Hess, Tammy Hahn, Russell Perry, Mark Spadoni, John Loeffler, Taylor Baker

Staff: Mark Shore

Absent: Peter Fowler, Kat Taylor, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of March 16, 2026, meeting presented.

Motion to Approve: Will Hodges motioned for approval; seconded by Pam Stidham. Motion passed.

Treasurer's Report

- In Peter Fowlers absence the financial statement from July 2025 through March 2026 was presented by Mark Shore.
- The budget is on track for year-end and next fiscal year.
- The VTC grant reimbursement is due on or before June 30.

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

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

Executive Committee Report

- The Governance Committee has confirmed the contract is ready for BOS submission at the June meeting.
- The new contract will be for a 10-year period.
- The nominating committee is looking for board candidates, including someone to replace Pam Stidham in lodging (with Ryan Hodges under consideration). Meanwhile, Kate Loeffler will take over John Loeffler's position.
- The board presently consists of fourteen members, accompanied by four advisory members.
- In accordance with the bylaws, the board may comprise 8 to 24 members, with lodging representation constituting 50% of its composition. A quorum is eight members present.

Motion: Jarek Mika moved to appoint Kate Loeffler as a new board member representing lodging, effective July 1 upon the expiration of John Loeffler's term. Pam Stidham seconded the motion. Motion passed unanimously.

- The current bylaws limit Zoom calls to two per year. To accommodate members' schedules and locations, the bylaws should allow unlimited zoom calls.

Motion: To amend the bylaws to remove the limitation of Zoom calls from two times per year to unlimited, seconded by Russell Perry. Motion passed unanimously.

Presidents' Report

- The packet includes a report from the President summarizing his monthly performance.
- A Visitor Interaction Report was distributed indicating visitor engagement and trends.
- The report shows the busiest months were October and November.
- The Strategic Plan for 2026-2028 was distributed in time for the upcoming contract renewal.

Marketing

- New user growth increased by 12%.
- The "things to do" page remains the site's top performer, especially among wellness-focused visitors.
- Marketing emails are sent three to four times a year for seasonal campaigns.
- An upcoming edition of Oxford American will feature a story about Southern apples and apple cider in the region.

New Business

- Elevate Land Group has 130 appointments on Saturday to show clients available land for sale in the Preserve.
- The Omni has secured the debt from the Greenbrier Resort.

Motion to Adjourn: Pam Stidham made a motion to adjourn, seconded by Tammy Hahn. The meeting was adjourned at 12:55.