



**Visit Bath County
Board Meeting Minutes
May 18, 2026**

Call to order: 12:02 p.m.

In Attendance: Tammy Hahn, Jarek Mika, Peter Fowler, Leanne Harrow, John Cowden, Pam Stidham, Pat Haynes, John Loeffler, John Hess, Russell Perry

Staff: Mark Shore, Max Catalano and Amy Gwin

Absent: Mark Spadoni, Taylor Baker, Kat Taylor, Will Hodges, Mike Bender, John Lockridge, Allen Eberle, Joe Wood

Meeting Minutes: Minutes of April 20, 2026, meeting presented.

Motion to Approve: Peter Fowler motioned for approval; seconded by Pam Stidham. Motion passed.

Treasurer's Report

- Peter Fowler presented financials statements from July 2025 through April 2026.
- We are looking at approximately \$96,000 to meet our reserves policy at the end of this fiscal year.

Motion to Approve Financials: Leanne Harrow motioned to approve the financial statements as presented; seconded by John Hess. Motion passed.

Presidents' Report

- Welcome to our new Administrative Assistant – Amy Gwin.
- PR RFP Process – Max is meeting with the account representatives that he would be working with with Resplendent and Redpoint. After this final, a decision will be made from the 7 candidates.
- Civil War Trails Program for signage and markers – Mark met with Rick Armstrong and Sherry Ryder and will keep the board updated on the process.
- Mark asked for suggestions from the board for upcoming Tourism Talks. He would like those to be on the calendar 6 months in advance. John Hess suggested the Virginia 250 Mobile Museum. It is scheduled at The Omni Homestead May 23-25th from 10 am – 4 pm each day.

Marketing Report

- Max presented the Marketing Report to the board and responded to questions.
- Mark stated that we plan to stay with Advance T&T for our digital marketing contract next year and will increase the budget from \$60K to \$80K.

Executive Committee Report

- Mark is on the July 14th agenda for the Board of Supervisors to present the Visit Bath annual report.
- Tammy reached out to Alan Eberle to ask if someone from the Chamber would like to begin attending the Visit Bath board meetings.

- Bylaw changes – Sec. 406 – removed the limitation of only being able to attend 2 meetings by remote means. Sec. 301- changed the number of board members to a count of 8 to 24 to match the Articles of Incorporation.

Motion to Approve Bylaw Admendments: John Loeffler motioned to approve the bylaw admendments as presented; seconded by John Cowden. Motion passed.

Community Partners

Chamber of Commerce – Jarek reported that the Annual Chamber Dinner was held on Friday, May 15th and was very well attended. Jarek plans to ask Rachel Camacho, Executive Director of the Chamber of Commerce to be the Chamber representative on the Visit Bath board.

Old Business

- Nominations for New Officers:
 - Leanne Harrow nominated Peter Fowler for Secretary/Treasurer
 - Jarek Mika nominated Leanne Harrow for Vice-President
 - Leanne Harrow nominated Jarek Mika for President
 - Jarek Mika nominated Kat Taylor for Secretary
 - Kate Loeffler previously approved to fill lodging seat

Voting will take place at the June meeting.

New Business

- The recent request for information from a citizen was discussed.
- John Loeffler reminded the board that the citizens may have the option to address the board in 3 ways:
 - Appointed by the EDA to represent them in their seat on the Visit Bath board
 - Invited by the Visit Bath board to attend and ask questions of the board
 - Request time to make a presentation to the Visit Bath board and follow the parameters in the bylaws

Other

- John Hess reported that there is a new GM beginning at The Omni Homestead on June 8th. The positions of F&B Director, Director of Finance, and Director of Engineering are being filled soon as well. The Omni is looking to fill the positions of Director of Recreation and Resort Manager.

Motion to Adjourn: Peter Fowler made a motion to adjourn, seconded by Pam Stidham.

The meeting was adjourned at 1:08 pm.