

Visit Bath County

Full Board Meeting — Minutes

June 15, 2026 • 12:00 p.m. • The Hub, 12291 Sam Snead Highway

Roll Call

A roll call was taken and a quorum was established.

In Attendance: Tammy Hahn, Jarek Mika, Peter Fowler, John Loeffler, Pam Stidham, Mark Spadoni, Katherine Taylor, Will Hodges, John Cowden, Taylor Baker, Russell Perry, Jack Lindsay

Staff: Mark Shore, Amy Gwin, Max Catalano

Guests: Deborah Mills, Ron Shifflett

Absent: Leanne Harrow, Pat Haynes, John Hess

Call to Order

The Chair called the meeting to order at 12:02 p.m.

Approval of Minutes — May 2026

The May 2026 board meeting minutes were presented for approval.

MOTION: Fowler moved to approve the May 2026 minutes; Stidham seconded. Hodges abstained. The motion carried.

Treasurer's Report

The Treasurer reported the organization remains under budget and on track to close the fiscal year, with approximately \$80,000 expected to carry over to reserves. With two months of revenue still to be recorded, meals tax revenue stands at roughly \$886,769 (up 2% year to date) and lodging tax revenue at approximately \$1.3 million (up 5% year to date). Next year's detailed budget is under review.

MOTION: Perry moved to approve the Treasurer's Report; Hodges seconded. The motion carried.

Voting — Officers & Meeting Date (FY 26/27)

The slate of officers and the addition of a new board member (three-year term beginning July) were presented; ballots were distributed and tabulated. The slate was approved as follows: Jarek Mika, Chair; Leanne Harrow, Vice-Chair; Peter Fowler, Secretary/Treasurer; Tammy Hahn, Past Chair. The board confirmed continuing to meet the third Monday of each month at 12:00 noon at The Hub.

ACTION: The July meeting will move to the fourth Monday, July 27th due to a scheduling conflict; the Executive Committee meeting remains the second Thursday.

Marketing Report

Marketing Manager, Max Catalano, reviewed the prior month's performance: new website visitors up nearly 30% year over year, strong paid media impressions, and all four digital channels exceeding industry benchmarks. A strategy shift is directing traffic toward lodging and activity pages, yielding higher engagement, with notable growth in the 25–34 yo. demographic. Additional press placements are in the pipeline, and the team continues evaluating tools to monitor AI-driven search visibility.

Mark Spadoni suggested considering Centium AI to measure AI engagement.

President's Report

- A new PR firm with strong national connections is being finalized; the prior firm, Resplendent PR remains through July as a transition month.
- Onboarding with Amy Gwin continues - email distribution. RAMP and bookkeeping (QuickBooks). The plan is to bring bookkeeping/reconciliations in-house.
- New commemorative flags were installed recognizing area anniversaries.
- The first \$5,000 grant payment to the Arts Association (visitor programming sponsorship) was disbursed; an additional \$5,000 is committed for next year.
- VTC Grant documentation was submitted; the associated \$20,000 payment is anticipated by end of June, early July.
- Updates were provided on trail and signage initiatives behind The Hub, partnership discussions, short-term rental outreach, a social media tourism talk, and facility restoration.
- Max Catalano will begin managing the social calendar as of July 1st. The goal is to have events on the calendar 45 days prior so they can be promoted.

Strategic Plan

The strategic plan, combining the board's planning session and prior strategic overview, was reviewed.

MOTION: Fowler moved to approve the strategic plan; Loeffler seconded. The motion carried.

ACTION: Updated copies will be reprinted incorporating minor corrections.

Economic Impact Methodology

The board reviewed how the county's tourism economic impact figures are calculated through VTC. The figures are provided by the state tourism corporation through a third-party firm and are not calculated locally.

Committee Reports & Partnership Updates

The Executive Committee met the prior week (nominations, financials, signage, PR transition); those minutes will be presented at the next meeting. Update from the Chamber was noted that it is in transition.

Old Business — Grant Proposal

A grant opportunity was reviewed; the source was redacted and the proposal lacked sufficient detail on objectives, financial obligations, and measurable outcomes. The Executive Committee declined to advance it without further information.

MOTION: Mika moved that the Chair request additional information and clarification; Hodges seconded. The motion carried.

ACTION: Board members will email questions to the Chair, who will request clarification ahead of the July 1 deadline.

New Business — Information Requests (FOIA)

The board was updated on a series of information requests from one individual. An earlier request was rescinded and a subsequent request has been completed. Requested documentation is being compiled and provided.

Announcements & Adjournment

Members shared community announcements, including upcoming concerts, historic district designation hearings, and local programming. The outgoing Chair was thanked for two years of service.

MOTION: Loeffler moved to adjourn the meeting and Stidham seconded. The meeting adjourned at 1:08 p.m.