

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.



**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.



**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.



**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.



**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.



**Visit Bath County
Board Meeting Minutes
January 26, 2026**

Call to order: 12:06 p.m.

In Attendance: Tammy Hahn, Peter Fowler, Kat Taylor, Russell Perry, Leanne Harrow, Jarek Mika, Taylor Baker, John Loeffler, John Cowden

Staff: Mark Shore

Absent: Pam Stidham, Will Hodges, Pat Haynes, Mark Spadoni, Blair Smyth, Emily Ellis, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of December 15, 2025, meeting presented.

Motion to Approve: Peter Fowler motioned for approval; seconded by Russel Perry. Motion passed.

Treasurer's Report

- Peter Fowler presented the financial statement as of December 31, 2025. The financial statements report a net revenue of \$72,000. Increased expenditures in advertising and marketing are expected to balance over time.
- The budget shows a conservative spending outlook with a projected balance at the end of the fiscal year.

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

Executive Committee Report

- Discussed with Mike Bender that Fund 16 Reserves are depleted and no further funding for the Airport Terminal should be expected for the Airport Authority.
- He stated the airport would finish on schedule and within budget due to contractor penalties.
- Review of the Official Policy on Lodging Tax Funds Expenditure provided by Mark Shore and Executive Board, outlines the statutory allocations of each fund and how the funds are appropriated.
- Fund 15 is designated for tourism and travel marketing initiatives that generate tourism revenue.
- Fund 16 is designated for capitol improvements, regional marketing, travel, transportation, and staff as part of regional marketing.
- This policy enhances clarity in spending and transparency, reducing the likelihood of discrepancies.

Motion to Approve: Russel Perry moved to accept the Lodging Tax Funds Expenditure Policy as presented; Peter Fowler seconded. The motion passed unanimously.

Presidents' Report

- Pam Stidham and John Loeffler's second board terms end in June. Peter Fowler will begin a second term. Board members may serve up to two 3-year terms.
- Blair Smyth and Emily Ellis have missed multiple meetings, and missing three justifies removal from their board seats per policy.
- John Hess has sent an application to serve on the board. There will be vacancies that he might fill including as a representative of Large Hotel, or even member at large.
- Mark Spadoni has not resigned from his board seat and continues to serve on the board but the discussion was to make the request for representation from the interim General Manager.
- An introductory meeting with the Omni's Interim GM will be arranged to gather their input regarding the Large Hotel board representation and who they would recommend.
- The nominating committee (John Loeffler, Tammy Hahn, Taylor Baker) will meet to continue board selection discussions and follow up with non-attending board members.
- Granicus short term rental company is reviewing the GIS system provided by Bath County to determine matching STR data. There appear to be around 85 Short Term Rentals in Bath County.

Marketing

- An article about Bath County appeared in Charlottesville City Magazine.
- Freelance Eric Wallace is writing an article in Oxford American Magazine. The publication has affiliation with Southern Foodways Alliance.
- Instagram posts increased by 67% from November to December, while time spent on the site rose by 31%, suggesting that target market focused marketing was effective.
- Over 20,000 users viewed our ads and then returned later to visit our website.
- Paid search results are dropping with the popularity of AI.
- Max will attend the Destination Marketing Summit in Cleveland in February and share updates at the March Coffee Talk.
- The photography equipment purchased for Visit Bath includes a drone; Max will obtain FAA certification to be able to legally fly and photograph here in Bath County.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

New Business

- Tammy, Taylor, John and Jarek will review the contract before it is sent to the BOS.

Motion to Adjourn: John Loeffler made a motion to adjourn; seconded by Peter Fowler. The meeting adjourned at 12:55 p.m.



**Visit Bath County
Board Meeting Minutes
December 15, 2025**

Call to order: 12:05 p.m.

In Attendance: Tammy Hahn, Pat Haynes, Peter Fowler, Kat Taylor, Will Hodges, Russell Perry, Leanne Harrow, Jarek Mika, Taylor Baker, John Loeffler

Staff: Mark Shore

Absent: Pam Stidham, John Cowden, Mark Spadoni, Blair Smyth, Emily Ellis, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of November 17, 2025, meeting presented.

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

Treasurer's Report

- Peter Fowler presented the financial statement as of November 30, 2025.
- The financials indicate a low actual amount spent in Heritage & Outdoor Markets based on the time of year contract was signed and setup for payments from RAMP delayed.
- The budget shows a conservative spending outlook with a projected balance at the end of the fiscal year.
- Mark Shore is to send the county an invoice for payment in January for second half of the funds for Visit Bath operations and marketing.
- Discussion on the oversight and management of the airport project considering it being 184% over budget.
- A closed session with the BOS may need to be planned to address the airport funds.
- Financial strategy and reserve fund use policy are being reviewed to ensure they are used effectively.
- Before presenting reserve funds to the full board, the Executive Committee will review them.

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

Executive Committee Report

- Discussion on winter/shoulder season marketing and the need to target specific weeks and broader visitor demographics.
- How to best differentiate Bath County during specific times of year.

- Mark Spadoni's position on the board will be ongoing until which time he decides to name a replacement representing the Omni.
- CrowdRiff contract has ended with a reallocation of \$16,000 this year to go towards photography equipment.

Presidents' Report

- The Destination Marketing Manager, Max Catalano, to meet with a writer about Lake Moomaw.
- Max is working on Virginia.org updates.
- VBC ads appear in The Recorder as space filler as part of the grant with them, 5 copies will be available each week for visitors at the visitor's center.
- Photography equipment was purchased for Max, an expert in the field. The importance of having high quality local photos and video is expected to improve marketing ROI and better social posting results.
- As update was given on social media posts and campaigns, highlighting the success of recent efforts including Facebook and Instagram. Tik Tok was discussed.
- A workshop on social media for stakeholders was proposed for a future Tourism Talks at The Hub.
- Requests for use of the HUB conference room, as well as consistency regarding user categories and possible fees, were discussed.
- Homestead to celebrate their 260th anniversary next year.
- A social media presentation indicated that website google searches are up 26.5% from last year.
- Engaged sessions in wellness and spas are up 17.5% with attribution to Facebook.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

Old Business

- Code of Ethics signed forms are due.
- Airport session to discuss financials to be planned.

New Business

- The Bath County Art Association grant, initially set at \$10,000 for a feasibility study, will be changed to \$5,000 per year in 2026 and 2027. The VBC logo will also be featured on their outreach and marketing materials.

Motion to Adjourn: Russell Perry motioned to adjourn; seconded by John Loeffler. The meeting adjourned at 1:40 p.m.



**Visit Bath County
Board Meeting Minutes
November 17, 2025**

Call to order: 12:02 p.m.

In Attendance: Tammy Hahn, John Cowden, Pat Haynes, Peter Fowler, Kat Taylor, Will Hodges, Russell Perry, Pam Stidham, Leanne Harrow, John Loeffler

Staff: Mark Shore

Absent: Blair Smyth, Emily Ellis, Taylor Baker, Jarek Mika, Mark Spadoni, Mike Bender, Jason Miller, Allen Eberle

Meeting Minutes: Minutes of October 20, 2025, meeting presented.

Motion to Approve: Pam Stidham motioned for approval; seconded by Russell Perry. Motion passed.

Treasurer's Report

- Peter Fowler presented the financial statement from July – October 2025.
- The financials are showing an \$11,000 difference which is currently being tracked.
- The budget shows that spending is running on track for the fiscal year.

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

Executive Committee Report

- Discussion on the January – March winter marketing campaign ideas.
- Emphasis on promoting the Warm Springs pools and coordinating with The Homestead conferences to manage community overflow.
- Discussion on sharing occupancy data weekly, like other markets although challenges were brought up about price fixing issues.
- Suggestions about putting tourist information in conference packets and speaking in front of groups were presented as ideas.

Presidents' Report

- The Destination Marketing Manager, Max Catalano, has been working with Resplendent on updating the website.
- Max gave a visual presentation on traffic sources and Instagram photos and indicated an 18% increase in visitors to the site spending 37% more time.

- The Calendar of Events is up and running showing significant improvement in event submissions. Locals can list events, but they can only be changed by contacting Max.
- Defining what qualifies as an event was discussed, local and community events primarily open to the public to be included.
- Task force needed for review of Fund 15 & 16 official guidelines. The volunteers include:
 - John Loeffler
 - Pam Stidham
 - Leanne Harrow
 - Tammy Hahn
- Peter Fowler, a member of the Preservation Bath committee, provided an update regarding the progress of establishing a designated historic district.
- The Warm Springs Pools, The Homestead Resort and Oakly Farm have designations.
- Bacova and Warm Springs are up for the historic district designation through DHR.
- Benefits include a tax credit for renovations.

Community Partners

Chamber of Commerce

EDA

County of Bath

- Representatives were not in attendance, no report available.

New Business

- Mark Shore's annual performance review. Tammy to send a survey to board members this week.
- Code of Ethics distributed and signed by board members.
- New water bottles and filling station promotion initiative. Water bottles suggested voluntary donations from \$3.50 to \$7.00.

Motion to Adjourn: John Loeffler motioned to adjourn; seconded by Pam Stidham. The meeting adjourned at 1:00 p.m.



**Visit Bath County
Board Meeting Minutes
October 20, 2025**

Call to order: 12:06 p.m.

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

Absent: Blair Smyth, Emily Ellis, Kat Taylor, Mike Bender, Jason Miller, Allen Eberly

Meeting Minutes: Minutes of September 15, 2025, meeting presented.

Motion to Approve: Pam Stidham motioned for approval; seconded by John Cowden. Motion passed.

Treasurer's Report

- Peter Fowler presented the financial statement from July – September 2025.
- Revenue reflects 50% of annual funding received upfront, with the second installment to become available in January 2026.
- Fiscal year runs July 1 - June 30 (aligned with county).

Motion to Approve Financials: Will Hodges moved to approve the financial statement as presented; seconded by Leanne Harrow. Motion passed.

Executive Committee Report

- Robinson, Farmer, Cox Associates, PLLC completed the annual audit (23-24) with no discrepancies noted. All accounting practices follow accepted accounting principles.
- The Board of Supervisors has moved up the budget submission deadlines by three weeks. The 2026-27 budget will be due in early December (previously early January).
- Visit Bath requests funds from Bath County each January for the upcoming July 1 fiscal year. The calculation is based on the prior calendar year's actual collections.
- Economic impact data by county/city has been released from Virginia Tourism Corporation. The data reveals the following:
 - Bath County ranked #4 in percentage increase in tourism spending statewide.
 - Bath County ranked #2 in household tax savings from tourism at \$2,876 per household.
 - Bath County's lodging revenue per resident is 22 times higher than Virginia's average.
- The most effective method to convey this positive information to the public was discussed.

Presidents' Report

- Marketing Manager, Max Catalano, has been working with Resplendent on PR and with MindK on updating the website.
- Max will be responsible for organic social posts and is working on a new community calendar with a deadline priority for Thanksgiving holiday week.
- Review of the PR & Social Media report indicated exceptional growth:
 - Top performing content was outdoor, nature, and wellness themes.
 - Looking to balance monthly posts from 34 to 20-25 to optimize engagement.
- Media Coverage included an article in Virginia Living Magazine where writers visited and worked with Resplendent for a positive feature article.
- Blue Ridge Country also featured a full-page article. Facts are being addressed with the publisher and there is speculation that AI generated more than 50% of the content.
- Discussion of ChatGPT impact on tourism as a search tool. Waterwheel reports that multiple restaurant guests reported finding the restaurant through AI search rather than traditional Google search.

Community Partners

Chamber of Commerce

- The Harvest Festival has been rescheduled to November 8 at The BEAR downtown due to weather.

EDA

- No representation. Leadership transition in progress (third chair in nine months).

County of Bath

- Representative not in attendance, no report available.

Old Business

- Airport construction has been significantly delayed due to unreliable contractors. Construction errors threatening the deadline for March/April completion deadline. Board emphasized Visit Bath County has no capacity to fund cost overruns.

New Business

- Discussion of volunteer emergency services challenges that face hospitality businesses. Recent medical emergency response took nearly an hour. Volunteer rescue squad and fire department critically understaffed. Training requirements (300+ hours) prohibit working professionals from volunteering.
- Regional Cross County promotion was discussed with Greenbrier County i.e., Southern Allegheny Golf Initiative.

Upcoming Events:

- The Bath County Health Fair is open to the public on October 23.
- Don Ryder will be formally inducted into the Virginia Golf Hall of Fame on October 21.

Motion to Adjourn: John Loeffler motioned to adjourn; consensus agreed, meeting adjourned at 1:23 p.m.

**Visit Bath County
Board Meeting Minutes
September 15, 2025**

Call to order: 12:06 p.m.

In Attendance: Tammy Hahn, John Cowden, Pat Haynes, Peter Fowler, Mark Spadoni, John Loeffler, Will Hodges, Russell Perry, Pam Stidham, Kat Taylor, Jarek Mika, Mike Bender

Staff: Mark Shore

Absent: Leanne Harrow, Blair Smyth, Emily Ellis, Taylor Baker, Jason Miller, Allen Eberly

Meeting Minutes: Minutes of August 25, 2025, meeting presented.

Motion to Approve: Peter Fowler motioned for approval; seconded by Pam Stidham. Motion passed. (Will Hodges abstained - not present at the August meeting).

Treasurer's Report

- Peter Fowler presented the profit and loss statement and indicated half of the revenue from the county (\$200,000) is expected.
- Net revenue available for the remainder of the year is approximately \$663,000.
- Budget is fully mapped in QuickBooks.
- The new bookkeeper is more responsive than the previous one.

Motion to Approve the Financials: Pam Stidham motioned to approve; seconded by Kat Taylor. All approved.

Executive Committee Report

- Nothing to report due to Mark Shores's out of office travel.

Presidents' Report

- Digital campaign with Advanced Travel & Tourism showing strong performance after 30 days.
- Website is currently 70% complete with backend updates by Mind-K.
- Expected completion: mid-October.
- Updated content and calendar of events to be priority once complete.

PR & Social Media:

- Social media growth of 500% since Resplendent took over.
- Virginia Living and Inform magazine articles published; print copies arriving September 23rd.
- Working with Living Arts Festival on digital influencer outreach and photography.

New Hire:

- Max Catalano hired as Destination Marketing Manager.
- Start date: September 23, 2025.
- Background: Virginia Tech, strong photography, and journalism credentials.
- Compensation includes base salary plus quarterly photo asset bonus structure.

Community Partners

Chamber of Commerce

- Upcoming events: Harvest Festival September 27 on Main Street.

EDA

- Exploring grants from Virginia Housing for employee/workforce housing challenges.
- County and EDA are eligible for multiple grant opportunities.

County of Bath

- County Fair: September 21st in Millboro, 10 AM - 4 PM, \$10 admission.
- J. Bryan appointed interim supervisor for Valley Springs District (Lee Fry vacancy).
- Special election scheduled for November 2026 alongside regular elections.
- School Board appointments being made September 16th.

Old Business

- **Governance:** Contract review in progress; recommendations to be sent to attorney this week. Bylaws review to follow.

New Business

- Set hours established:
 - Monday-Friday: Regular business hours
 - Saturday: 11 AM - 4 PM
 - Sunday: 1 PM - 4 PM (volunteers needed)
- Tracking visitor traffic by hour to optimize schedule.
- Eddie Homes, hired as part-time staff (Friday afternoons, Saturdays) - will assist with volunteer recruitment.
- Building signage permit application in progress.
- Contactless social media connectors are installed at the visitor center and gazebo.

Upcoming Events:

- Living Arts Festival: Current weekend.
- Coffee Talk with Resplendent PR: Tuesday, September 23rd, 11:30 AM at The Hub.

Motion to Adjourn: Will Hodges motioned to adjourn; Meeting adjourned at 12:44 p.m.

**Visit Bath County
Board Meeting Minutes
August 25, 2025**

Call to order: 12:10 p.m.

In Attendance: Tammy Hahn, John Cowden, Leanne Harrow, Pat Haynes, Peter Fowler, Mark Spadoni, John Loeffler, Russell Perry, Pam Stidham, Taylor Baker, Jarek Mika, Allen Eberly

Staff: Mark Shore

Absent: Will Hodges, Kat Taylor, Blair Smyth, Emily Ellis, Mike Bender, Jason Miller

Meeting Minutes: Minutes of July 21, 2025, meeting presented.

Motion to Approve: Pat Haynes motioned for approval; seconded by Russel Perry. Motion passed.

Executive meeting minutes: Presented and approved.

The Interim Chair of the Chamber of Commerce, Allen Eberly, was introduced to the board as a non-voting member.

Treasurer's Report

- Peter Fowler presented the profit and loss statement and indicated a total balance of \$447,000 although the statement reflects a loss of \$59,518 because funds from the county will not be received and specified on the statement until the end of August.

Motion to Approve the Financials: Pam Stidham motioned to approve; seconded by Pat Haynes. All approved.

- Meals and Lodging end of fiscal year report was presented and discussed.
- Lodging shows an increase of 52% and meals taxes are up 39% from last year.
- Airport is over budget and skews the numbers.
- VBC is a pass-through partnership with the Airport funds. State and Federal grants represent 83% of the funds for the Airport renovations.

Executive Committee Report

- The Visitor Center will have a grand opening ribbon cutting on August 29.
- The September 23rd Coffee Talk will feature a representative of Resplendent.
- Short term rental data resources indicate discrepancies between Granicus (110), Bath County (50 business license rentals), and VBC website (70).

Presidents' Report

- Visitor Center opening and ribbon cutting on Friday.
- Center will be open 7 days a week but will be staffed by Eddie Homes on Fridays & Saturdays and a volunteer on Sundays.
- Office staff will assist visitors during the week as needed.
- A document outlining details and protocols for operation and customer support will be available to staff and volunteers.
- A form will be created to collect soft data from visitors and to understand traffic to the center.
- Volunteers to staff Sunday are needed.
- The Advance Travel and Tourism report indicates strong early momentum in digital expansion.
- Their fee of \$60,000 will be offset with the \$20,000 from the VTC marketing grant.
- MindK is updating the website with comprehensive improvements.
- There have been three local businesses who have expressed interest in the Resplendent cost share program.

- Marketing position update: Mark Shore has received seventeen applications, ten phone interviews and will interview two applicants this week.
- Building update: Wiring is taking place currently.
- The ESTO Conference Mark Shore attended indicated a major trend in AI searches for information over Google searches in the future.

Community Partners

Chamber of Commerce - Upcoming events: Harvest Festival September 27 on Main Street and the Golf Tournament at Cliffview.

EDA – Representative not present. No updates provided.

County of Bath – Representative not present. No updates provided.

Old Business

- The Governance Committee is meeting to review the contract with the county and the lease on the building. Pat Haynes volunteered to review the lease also.

New Business

- Visitor Center Ribbon Cutting noon on Friday August 29.
- The BEAR soft opening on Saturday August 30.
- Coffee Talk on September 23, 2025, at 11:30.
- The Homestead will host 140 international women golfers for the USGA Senior Women's Amateur Events scheduled for September 13 – 18, 2025.

Motion to Adjourn: John Loeffler motioned to adjourn; seconded by Pam Stidham. Meeting adjourned at 1:10 p.m.

Visit Bath County
Board Meeting Minutes
July 21, 2025



Call to order: 12:05 p.m.

In Attendance: Tammy Hahn, John Cowden, Leanne Harrow, Pat Haynes, Will Hodges, Peter Fowler, Mark Spadoni, John Loeffler, Russell Perry, Kat Taylor

Staff: Mark Shore

Absent: Jarek Mika, Blair Smyth, Emily Ellis, Pam Stidham, Taylor Baker, Mike Bender, Jason Miller

Meeting Minutes: Minutes of June 16, 2025, meeting presented.

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

Welcome to new Board Member Kat Taylor representing the Arts in Bath County with her position at Garth Newell.

The Interim Chair of the Chamber of Commerce, Alan Eberle, has been invited to join VBC as a non-voting member.

Treasurer's Report

- Mark Shore presented the profit and loss statement indicating that Burke and Herbert are in the process of administering the year-end financials.
- August will have the end of the year financials for review.

Motion to Approve the Financials: Leanne Harrow motioned to approve; seconded by Peter Fowler. All approved.

Committee Reports

Executive Committee

- There was no meeting held in June so nothing to report.

Presidents' Report

- Website and Calendar update – digital program is being refreshed for improved contact functionality and enhanced website accessibility.
- Outsourcing media and advertising will include:
 - ALR/MindK for website development with comprehensive improvements.
 - Advance Media will oversee digital advertising to drive viewers to the website. They will be doing a campaign for the Holiday season.
 - Resplendent to oversee social media accounts.
- Resplendent reported 10,558 visitors to the websites with an average spend of \$5.65 per visitor.
- Resplendent will make available social media packets for local businesses as a cost share opportunity and are planning to come to the next board meeting in August. *(was rescheduled after this meeting to 9/23)*
- The Board will be able to have input as they progress.
- Building update:
 - Signage will be up soon.
 - Weekend vendors may be a possibility.
 - Painting continues in the hallway.
 - Taylor Baker has submitted a lease for review.

- Appropriations update: The BOS passed a measure that will allocate funds specifically to VBC.
- The bed tax should come fully to VBC.
- A newly formed Governance Committee will be tasked with reviewing the bylaws and contracts and Tammy will send out a request to participate.

Community Partners

Chamber of Commerce - Representative not present. No updates provided.

EDA – Representative not present. No updates provided.

County of Bath – Representative not present. Budget has been approved.

Old Business

- Coffee Talk will be held on Wednesday, July 23 at 11:30 a.m. Jeff Ford will be the speaker and give an update on the airport.

New Business

- The Homestead will host 140 international women golfers for the USGA Senior Women's Amateur Events scheduled for September 13 – 18, 2025.
- Mark Shore's scheduling conflict necessitates moving the August meeting to August 23.

Motion to Adjourn: John Loeffler motioned to adjourn; seconded by Peter Fowler. Meeting adjourned at 1:08 p.m.