

APPROVED

**PUTNAM COUNTY CONVENTION & VISITORS BUREAU
BOARD of DIRECTORS
MEETING MINUTES**

June 5, 2023, at 1:30pm
MainStay Suites, Hurricane

BOARD MEMBERS PRESENT

Dave Gilpin, Angela Harding, Kathie Hess Crouse, Maggie Parsons, Alexandra Pfof, Amanda Ramey, Joe Stevens, Rob Sydenstricker, Rebekah Withrow

STAFF PRESENT

Kelli Steele, Executive Director
Angie Barthelmess, Office Manager
Khloe Smith, Content Coordinator

CALL TO ORDER

CVB Board President Dave Gilpin called the meeting to order at 1:30pm.

MEETING MINUTES

Maggie Parsons moved to accept the meeting minutes as presented for April 3, 2023. Motion carried.

TREASURER'S REPORT

Kelli Steele gave the Treasurer's report for FY23 to date. General ledgers for FY23 were available for review. Angela Harding moved to approve the Treasurer's report as presented. Motion carried. The complete Fyffe Jones Group FY22 Financial Statements and Independent Accountants' Review Report was given to each member.

DIRECTOR'S REPORT

Director Steele presented the Director's Report, specifically noting the following items:

Advertising Update

- Zartico shows the CVB's Spring Outdoor Rec Campaign resulted in increased visitation to Meeks Mountain Trails, especially from our targeted markets.

Marketing Update

- The new Visitors Guide arrived and we have distributed half of the quantity received.
- The WV Food Truck Festival was a success with approximately 3500 attendees and 20 trucks. The CVB and the Chamber collaborated on a public food truck list to share in response to our many requests.
- Visitor kiosks were ordered. Director Steele is confirming details with interested hotels.
- Director Steele reported on the Zartico conference she attended in May.
- Social media followers have increased on all platforms.

Upcoming Events

- June - Winfield Watersports Weekend, R2R Bridge to Bridge ride; July - Putnam County Fair, Shakespeare in the Park; August - R2R Gritt's Farm Bike Race.

OLD BUSINESS None

NEW BUSINESS

Officer Elections

- Over the last few weeks, Board members nominated FY24 officer candidates via email. The Board voted by secret ballot on the ballot presented. Results:
 - President: Dave Gilpin
 - Vice President: Angela Harding
 - Treasurer: Megan Tarbett
 - NOTE: Angie Barthelmess will fill the secretary role as permitted by CVB by-laws

Committee Appointments for FY24

- Budget: Kathie Hess Crouse, Joe Stevens, and Megan Tarbett as Treasurer
- Marketing & Events: Angela Harding, Maggie Parsons, Alexandra Pfof

FY23 Budget Amendment

After previous discussion with the CVB Budget Committee, Director Steele provided the proposed FY23 budget amendment to the Board. Alexandra Pfof moved to approve the FY23 amendment as presented. Motion carried.

Executive Session

Kathie Hess Crouse moved to enter Executive Session at 1:52pm. Motion carried.

Kathie Hess Crouse moved to exit Executive Session at 1:57pm Motion carried.

FY24 Budget

Director Steele presented the FY24 Budget. Joe Stevens moved to accept the FY24 Budget including amendments presented in the preceding Executive Session. Motion carried.

ANNOUNCEMENTS

Amanda Ramey invited everyone to the lunchtime food trucks at "Mondays on Main" in downtown Hurricane. Additionally, plans are underway for 4th of July festivities.

Joe Stevens encouraged everyone to visit the mobile Vietnam veterans memorial wall, now a permanent part of the Nitro Wars Museum. Also, the new pool in Nitro opened last week.

Kathie Hess Crouse reported on the WV Legislature's interim sessions.

Alexandra Pfof noted Gritt's second Low Country Boil Dinner is July 8. Tickets will be available soon. Also, Gritt's is hiring staff for various Fall Fun Farm activities.

Maggie Parsons announced details about the upcoming Putnam County Fair, July 7-15, including a first-time fireworks display. Tickets may be purchased online and sponsorships are still available.

There being no further business or public comment, Joe Stevens moved the meeting to be adjourned. Motion carried. Meeting adjourned at 2:13pm. The next meeting will be held August 7 at 1:30pm at Area 34.

Respectfully submitted by Angie Barthelmess