

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

September 25, 2023, at 1:30pm
Area 34, Hurricane

BOARD MEMBERS PRESENT

Dave Gilpin, Angela Harding, Kathie Hess Crouse, Alexandra Pfof, Amanda Ramey, Joe Stevens, Rob Sydenstricker
via video call: Megan Tarbett

STAFF PRESENT

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

CALL TO ORDER

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

MEETING MINUTES

Alexandra Pfof moved to accept the meeting minutes as presented for August 7, 2023. Motion carried.

TREASURER'S REPORT

Treasurer Megan Tarbett gave the report for FY24 to date and general ledgers for FY24 were available for review. Executive Director Steele provided copies of the CVB's annual audit review by The Fyffe Jones Group and reported our results were favorable. She also noted the CVB will be implementing a written conflict of interest policy for board and staff, as well as a document retention and destruction policy. Megan Tarbett and Joe Stevens volunteered to review the policies prior to board receipt in December. Joe Stevens moved to approve the Treasurer's report as presented. Motion carried.

DIRECTOR'S REPORT

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

Advertising Update

- Holiday Campaign planning has begun and will focus on our theme of "Warmth and Wonder." Visitors may 'check in' at various locations in the county during holiday time and earn Putnam County swag. The Holiday Campaign is designed to increase visitation in the non-peak season of late November through January 1.

Marketing Update

- The third Putnam County interactive kiosk will be installed at Area 34 this week, with two additional hotel kiosks planned in the future. Both visitors and residents can make use of the kiosk information.
- The new events calendar is live on the website. The new module significantly reduces the labor involved in calendar management.
- Executive Director Steele is attending the TEAMS conference next week with representatives from the WV Metro Sports Region.

Organizational Updates

- Executive Director Steele attended the recent WV Governor's Conference on Tourism.
- All annual reporting requirements per state code have been fulfilled for FY2023.

Destination Highlights, via Zartico

- Zartico data focusing on Visitor Volume, POI Updates, and Visitor Spend were discussed.

Upcoming Events

- Upcoming events include: Gritt's Fall Fun Farm (ongoing through October), TEAMS Trade Show, Hurricane Harvest Festival, Buffalo Octoberfest, Main Street Trick or Treat, county-wide Trick or Treat.

OLD BUSINESS None

NEW BUSINESS

BRIM Driver Safety Update

- Executive Director Steele provided a Road Trip Travel Tips safety handout and discussed its contents. She asked Board members to confirm receipt via signature. This training is needed for CVB insurance purposes.

ANNOUNCEMENTS

- Alexandra Pfof invited everyone to attend Gritt's Fall Fun Farm, including the upcoming Scarecrow Contest.
- Amanda Ramey announced the City of Hurricane's fall activities: Harvest Festival, Pumpkin Decorating, Main St. Trick or Treat, and county-wide Trick or Treat.
- Joe Stevens said Nitro's annual Chili Cook Off will be Saturday, November 4. He also commended Dave Gilpin for enthusiastically promoting local events on his daily 580 Live with Dave Allen radio show.
- Dave Gilpin thanked Rob Sydenstricker and the FireSide team for continually offering excellent fare and for their delicious contributions to the recent PCDA Annual Dinner.

There being no further business or public comment, Joe Stevens moved the meeting to be adjourned. Motion carried. Meeting adjourned at 1:55pm. The next meeting will be held December 4, 2023, at 1:30pm, at Area 34.

Respectfully submitted by Angie Barthelmess