

**PUTNAM COUNTY TOURISM  
BOARD of DIRECTORS  
MEETING MINUTES**

June 2, 2025, at 4:00pm  
Area 34, Hurricane, WV

**BOARD MEMBERS PRESENT**

Dave Gilpin, Angela Harding, Kathie Hess Crouse, Maggie Parsons, Alexandra Pfof, Joe Stevens, Rob Sydenstricker, Megan Tarbett

**STAFF PRESENT**

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

**GUESTS PRESENT**

Christina Sibold, Leadership Putnam participant

**CALL TO ORDER**

President Dave Gilpin called the meeting to order at 4pm.

**MEETING MINUTES**

Megan Tarbett moved to accept the meeting minutes as presented for April 7, 2025. Motion carried.

**TREASURER'S REPORT**

Treasurer Megan Tarbett and Executive Director Steele gave the Treasurer's report for FY25 to date. General ledgers for FY25 were available for review. Megan Tarbett noted she met with the new Treasurer, Angela Harding, to discuss the role. 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:

**Marketing Update**

- Our multimedia partner, Ben Saw This, won a Telly award in the People's Choice Promotional Video category for the Building Meeks Mountain Trails video.
- We anticipate the Holiday Inn Express kiosk will be installed this month.
- We are sponsoring and attending the upcoming Winfield Watersports Weekend, the CARES Sensory Circus event, and the Putnam County Fair.
- Our outdoor campaign is wrapping up for the summer.
- We anticipate Director Steele will attend the TEAMS Conference in Columbus this fall with our WV Metro Sports Region partners.
- Our final content creator visit took place in April and we are pleased with the efforts of both of our springtime creator visits. As such, we plan to renew our SHRPA agreement next year. SHRPA is the platform which coordinates these visits.

**Organizational Updates**

- Director Steele will attend a WVACVB meeting this week in Canaan Valley.

- A draft of the FY24 financial review is available for board review. We will have the final report in hand at the next board meeting.
- Regarding the board's April discussion on Tourism kayak rentals: a local outfitter is planning to offer kayak rentals so we will not pursue the rental option.

#### Upcoming Events

- June 6-7: Winfield Watersports Weekend
- June 7: CARES Sensory Circus
- June 15: Grit's Father's Day BBQ
- June 28: WV Coffee Festival
- July 11-19: Putnam County Fair

#### Zartico Data

Director Steele provided statistics regarding visitor spend and demographics, specifically noting an increased number of visitors from the Bluefield-Beckley and Parkersburg areas.

#### **OLD BUSINESS** None

#### **NEW BUSINESS**

##### FY25 Budget Amendment

After previous discussion with the Putnam Tourism budget committee, Director Steele provided the proposed FY25 budget amendment to the board. Kathie Hess Crouse moved to approve the FY25 amendment as presented.

##### Executive Session

Megan Tarbett moved to enter Executive Session at 4:20pm. Motion carried. During the Executive Session, Director Steele was called in to answer any questions regarding compensation proposals. Megan Tarbett moved to exit Executive Session at 4:32pm Motion carried.

##### FY26 Budget

Director Steele presented the proposed FY26 Budget. Joe Stevens moved to accept the FY26 Budget, including the compensation items approved in the preceding Executive Session. Motion carried.

##### FY26 Committee Appointments

President Gilpin noted the need to appoint new members to the Budgeting and the Marketing & Events committees. The board agreed to table the appointments until the August meeting which coincides with the new fiscal year.

##### FY26 Meeting Schedule

The members discussed board meeting times for the upcoming fiscal year and decided to meet at 3pm (instead of 1:30pm) on designated meeting dates.

#### **ANNOUNCEMENTS**

- Executive Director Steele expressed her sincere gratitude to board members Dave Gilpin and Megan Tarbett. Their terms are ending after nine years of service to Putnam Tourism's board of directors. The other board members and staff concurred.
- Megan Tarbett announced child and adult summer reading programs have started.
- Angela Harding said MainStay is busy with guests this season.
- Maggie Parsons noted that Putnam County Fair planning continues and sponsorship opportunities are still available.
- Rob Sydenstricker announced FireSide is very busy, especially hosting graduation gatherings.
- Joe Stevens reported the successful ribbon cutting and opening of the state's largest pickleball facility. Their recent tournament hosted 280 players from 14 states.
- Alexandra Pfof said Gritt's anticipates a busy summer and looks forward to the farm-to-table events. They are recruiting for fall employees.
- Kathie Hess Crouse noted our legislators may meet in late summer/early fall for a special session.

- Dave Gilpin thanked board members for their participation these many years and noted his appreciation for being able to serve as a board member and as president.

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There being no further business or public comment, Megan Tarbett moved the meeting to be adjourned. Motion carried. Meeting adjourned at 4:47pm. The next scheduled meeting will be held August 4, 2025, at 3:00pm at Area 34.

Respectfully submitted by Angie Barthelmess