



GREENE COUNTY TOURISM
Tourism Council Meeting Minutes

Wednesday, December 9, 2020, 9:00 a.m.,
Greene County Visitor Center – 9157 Seminole Trail, Ruckersville, VA

Call to Order: A meeting of the Greene County Tourism Council was called to order at Greene County Visitor Center & Zoom Conference Call, Ruckersville, Virginia on December 9, 2020. The meeting convened at 9:04 a.m., with Council Chair, Mrs. Deanna Gephart calling meeting to order.

Attendance: Those present were Bill Henry, Tina Deane, David Fowley, Whitt Ledford, John Silke, Chuck Swinney, Roy Dye, Deanna Gephart, Alan Yost and Michele Wallace. Guest included Diana Gamma.

Approval of Minutes: A motion was made by Mr. Bill Henry to approve minutes as amended and Mr. Chuck Swinney second for the August 12, 2020 meeting. Mrs. Deanna Gephart ask for motion to accept Mr. David Fowley as member of Tourism Council. Mr. Roy Dye moved to nominate Mr. David Fowley for appointment to Tourism Council with Mr. Bill Henry second and all approved vote. There were none opposed.

Treasurer's Report: The Council reviewed monthly financial reports. Mr. Chuck Swinney made motion to approve. **Motion carried.** Mr. Chuck Swinney shared his concern with percentage of TOT being paid through his lodging to both state and county. (A) Mr. Alan Yost and Mrs. Diana Gamma will research this, report back and assist if needed with securing reimbursement of overpayments.

Old Business:

- 1) Scenic Byways – Mr. Alan Yost has been in contact with VDOT on current status of approval. VDOT has concerns with the recommendation and will need to be reviewed. It is uncertain how long review will take. Mr. Bill Henry suggested possibility of placing signage on areas of concern on Rt. 810 (Nortonsville area) alerting larger vehicles of narrow roads. (A) Mr. Alan Yost will follow back with VDOT.

New Business:

- 1) Visitor Center Greene Space – R.A.C (Ruckersville Area Committee) recommendations: exercise station, walking path with bridge, picnic tables with shelters, and Art in Place (placed temporarily). Mr. Alan Yost recommended allowing R.A.C. to present this to the B.O.S. with a letter of support from the Tourism Council. This would then support R.A.C. securing half of the cost from the county. Mr. John Silke suggested the portion of property which was donated by developer to the county be used for this. Mr. Whitt Ledford suggested equipment for children’s play area be included in space. Mr. Bill Henry shared concerns for play area to include; large draw for locals not necessarily tourist, instead incorporate something similar to the exercise station.
- 2) Budget 2021-2022 – Group discussed items in budget. It was discussed having a Tourism Council member present to Board of Supervisors. TOT to date was shared. Suggestions were asked on how to use the Capital Reserves next year. Several suggestions: change line item to Capital Repairs/Reserves which is more appropriate on how money will be used; support cost of producing a magnet for Farmers Market to be placed at all tourism lodging; Information Kiosks / Bike Stand and Repair Stations located at Maybelle’s, Blue Ridge Pottery, County Administration Building/Blue Ridge Heritage Memorial site and Visitor Center to be completed in stages and ways to utilize high school marketing program students to assist with digital promotion of lodging.
- 3) Ordinance Recommendation – Private Property Camping - This would be similar to an Air BnB in the camping world. Mr. Alan Yost shared proposing an ordinance that would be in line with Greene County’s current lodging ordinance. Suggestion made by Mr. Whitt Ledford for an addition in proposal to include property owner is required to present to B.O.S. or a board in person to get approval. Tourism Council supports Mr. Alan Yost in creating an ordinance. This includes the following steps: Send to B.O.S., B.O.S. instructs Planning & Zoning to create and Tourism Council responds to proposal Planning and Zoning would present to B.O.S. (A) Mr. Alan Yost will email proposal to Tourism Council for review. This is tabled to next meeting when council will share its suggestions and make recommendations on proposal.
- 4) Sister Cities Project – Mr. Roy Dye gave an update on current status and shared its purpose. In a recent conference call with those involved a recommendation was made to appoint a committee consisting of non-profits, school superintendent, students, etc. This is a long-term commitment. Currently working with Sister Cities International which Town of Stanardsville is a member at a cost of \$185 annually. Stanardsville would be identified as the sister city. Tourism Council was asked for consideration to support project. A resolution by Tourism Council to support Sisters City scholarship project was suggested with no financial

commitment. Resolution: Tourism Council is very supportive of Sister City project and would like to participate in advancing it further. Mr. Alan Yost made motion to approve resolution, Mr. Whitt Ledford second, all approved, none opposing.

Adjournment: The meeting adjourned at 11:07 a.m.