



GREENE COUNTY TOURISM
Tourism Council Meeting Minutes

Wednesday, April 21, 2021, 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 April 21, 2021. The meeting convened at 9:09 a.m. In absence of the Chair, Mr. Alan Yost presided.

Attendance: Those present were David Fowley, John Silke, Chuck Swinney, Bill Henry, Roy Dye, Whitt Ledford, Alan Yost, Michele Wallace (non-voting) and Diana Gamma (non-voting).

Approval of Minutes: A motion was made by Mr. Bill Henry to approve minutes and Mr. Whitt Ledford second for the February 10, 2021 meeting.

Treasurer's Report: The Council reviewed monthly financial reports.

Old Business:

- 1) Scenic Byways – On 3.8.2021 DCR (VA Dept of Conservation & Recreation) approved request by VDOT. B.O.S. asked if another public hearing was needed. On 3.10.2021 Madison County voted not to have another public hearing. Last Friday Greene County decided not have one as well. Mr. Alan Yost emailed VDOT informing no additional public hearings needed. Process should now move forward pretty quickly.
- 2) Entry Run Project – There is no TOT collected from PATC for the cabins located in Greene County, of which they have 10 approximately. The PATC does not pay tax in other counties in which they have cabins located. Per the Commissioner of Revenue PATC is a non-profit that opens reserving cabins only to members, therefore is not required to pay TOT or state tax. The project involves adding a bridge, additional parking space and interpretive signage creating a more formal hike. Mr. David Fowley made a motion to support funding of up to \$20k for the Entry Run Project and Mr. Bill Henry second. All approved.

- 3) Vineyard / Winery Trail – Application has been submitted with VDOT. Trail to include Kilauren Winery, Stone Mountain Vineyards in Greene County and Moss Vineyards, Glass House Winery and Hark Vineyards in Albemarle County. The old Autumn Hills Vineyards is planned to be included once reopened. Signage would consist of two signs off Rt. 33 with the Wine Trail’s name on it and the rest of the signs would be a grapevine logo with arrows pointing to vineyards. Cost for signage is anticipated to be around \$10k-\$12k (one-time cost). Rack cards to include Maybelle’s and Town of Stanardsville will be produced annually. Council discussed including the potteries, Historical Society Museum, Lafayette Inn and Greene Commons on rack card.
- 4) Autumn Hill Funding: Potential AFID Grant (21-22 Fiscal year) – AFID (Agricultural & Forestry Industries Development). Mr. Alan Yost shared this could be one potential use of the \$20k in a competitive grant to build tourism assets.

New Business:

- 1) Barn & Carriage House Use – Discussion on possible uses included: Carriage House conference room, barn quilt workshop; Barn events, poetry readings and art shows. Mr. Whitt Ledford shared his concern of having a business on property competing with local businesses. Mr. David Fowley suggested a shop selling local items. Mr. John Silke suggested using the barn for specified periods of time, verses an annual lease.
- 2) Parking Lot – Quote from SL Williamson to pave parking lot for \$19k was gotten by Mr. Alan Yost. Cost to pave entire parking area (including behind visitor center) is \$30k. Mr. Mark Taylor has suggested using money from carry over funds. Mr. Chuck Swinney made motion to have parking lot paved per quote provided with Mr. David Fowley second. All approved.
- 3) Greene County Historic Marker: Swift Run Gap – Working with Rappahannock, Mr. Alan Yost is asking current Greene County sign at Swift Run Gap entrance to S.N.P. be relocated. Moving to new location with other signage will make it more visible to traffic. (A) Mr. Alan Yost will send document to council which he presented to B.O.S. (Board of Supervisors).

Adjournment: The meeting adjourned at 10:43 a.m.