



GREENE COUNTY TOURISM
Tourism Council Meeting Minutes

Wednesday, June 9, 2021, 9:00 a.m.,
Stanardsville Town Hall, 19 Celt Road, Stanardsville, VA

Call to Order: A meeting of the Greene County Tourism Council was called to order at Stanardsville Town Hall, Stanardsville, Virginia on June 9, 2021. The meeting convened at 9:05 a.m. In absence of the Chair, the Tourism Council ask Mr. Alan Yost to preside over meeting.

Attendance: Those present were Chuck Swinney, David Fowley, Roy Dye, John Silke, Alan Yost, Michele Wallace (non-voting) and Diana Gamma (non-voting). Guest included Terry Beigie and Hunter Nierstrath.

Approval of Minutes: A motion was made by Mr. Roy Dye to approve minutes and Mr. Chuck Swinney second for the April 21, 2021 meeting.

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

Old Business:

- 1) Scenic Byways – Current status, VDOT is presenting to Commonwealth Transportation Board (C.T.B.) Albemarle County decided to have a public hearing. With no further anticipated meetings or delays VDOT should approve by end of June. VDOT pays for all signage and there are no restrictions.
- 2) Greene Space
 - a. UVA Intern – Currently have a summer intern for 4 weeks, 20 hours each week, working remotely. She is developing a concept plan for the entire property at the Greene County Visitor Center.
 - b. Save the Bay Grant – Applied for \$15K grant with F.O.R. (Friends of the Rappahannock). A professional organization from Charlottesville will provide all the technical expertise. Awarding of grant will be announced in September.
- 3) Vineyard / Winery Trail – Primary signage will be located on Rt 29 & 33. Simmons Gap Wine Trail is current top running name. Once VDOT approves signage location there is a

\$900 engineering fee. Signage with grapevines pointing to each individual winery/vineyard will be located on Rt. 810. Currently evaluating signage off of Rt. 29. A rack card with map to included Maybelle's, Stanardsville Greene Commons and Potteries will be created.

New Business:

- 1) Competitive Grant Workgroup – Looking for several council members to start work on developing a formal program. Needs to contain a process which shows the Economic Impact in the county. Ideally, advertise for next year's funding would be now. Several examples of applicant types that have inquired in the past: a new vineyard, a micro campground, and a boat launch on Rapidan River. Tourism council felt Mr. Alan Yost should start the process and present to group.

Adjournment: The meeting adjourned at 10:04 a.m.