



GREENE COUNTY TOURISM
Tourism Council Meeting Minutes

Wednesday, February 23, 2022, 9:00 a.m.,
Holiday Inn Express & Suites Ruckersville, 5920 Spotswood Trail, Ruckersville, VA

Call to Order: A meeting of the Greene County Tourism Council was called to order at Holiday Inn Express & Suites Ruckersville, Virginia on February 23, 2022. The meeting convened at 9:15 a.m., with Mr. Alan Yost calling the meeting to order in the absence of Mrs. Deanna Gephart – Chair and Mr. Whitt Ledford – Vice Chair.

Attendance: Those present were Roy Dye, Chuck Swinney, David Fowley, Bill Henry, Alan Yost and Tina Deane joined the meeting by telephone. Michele Wallace (non-voting). Late arrival was Tika Rayson. Guest included Briante White, General Manager of Holiday Inn Express & Suites Ruckersville.

Approval of Minutes: A motion was made by Mr. Roy Dye to approve minutes and Mr. Chuck Swinney second for the December 8, 2021 meeting.

Treasurer's Report: The Council reviewed monthly financial reports. (A) Mr. Alan Yost will confirm URL for Barn Quilt Trail expense.

Old Business:

- 1) Historic Marker Ceremony – All council members are invited to attend. Unveiling is scheduled for April 14th at 2pm., alternate day April 15th. (A) Mr. Alan Yost will follow up on removal of “old” marker on 33W.
- 2) Sojourner (Glamping) <https://www.facebook.com/GreeneSojourner> – Approval by B.O.S. was moved to April calendar, no set date at this time. Owners are having public meetings with community members at Maybelle's Market in Dyke.

- 3) **(Added to agenda)** Budget & Carryover update – This is on hold until the budget cycle has been completed, early May. Mr. Mark Taylor has asked funds not to be considered until then.

New Business:

- 1) ARPA Funds (American Rescue Plan Act – Recovery Program VTC) – As part of this funding Greene County will be getting \$30K. These funds must be spent on marketing. An application is required to be submitted to VTC with detail on how funds will be spent. Mr. Alan Yost proposed using \$15K to create a video clip library of county, \$15K on website update. **(A)** Mr. Alan Yost will look at possible digital marketing campaign as a photo contest.
- 2) Digital kiosk – With \$5k-6k balance in marketing budget, **(A)** Mr. Alan Yost will get updates on the following questions: 1) Ability to perform updates remotely; 2) Placement of kiosk throughout community with option of freestanding and/or wall mounted.

Additional Conversation:

Mr. David Fowley asked for an update on the Entry Run Project. **(A)** Mr. Alan Yost will follow up on status of interpretative signage.

Adjournment: The meeting adjourned at 10:25 a.m.