

**PUTNAM COUNTY CONVENTION & VISITORS BUREAU
BOARD of DIRECTORS
MEETING MINUTES
February 3, 2020 at 1:30pm
Area 34 Conference Room**

BOARD MEMBERS PRESENT

Ashley Alford Glance, Steve Andes, Dave Gilpin, Joe Haynes, Maggie Parsons, Megan Tarbett, Lowell Wilks

STAFF PRESENT

Kelli Steele, Executive Director

Angie Barthelme, Office Manager/Community Liaison

CALL TO ORDER

CVB Board President Ashley Alford Glance called the meeting to order at 1:31pm. Quorum present. President Alford Glance welcomed new member Maggie Parsons, Gritt's Farm Agritourism and Marketing Director, to the CVB Board of Directors.

MEETING MINUTES

Megan Tarbett moved to accept the December 2, 2019, Board meeting minutes as presented. Motion passed unanimously.

TREASURER'S REPORT

CVB Treasurer Megan Tarbett presented the FY2020 Budget Summary, and FY2020 general ledgers to date were made available for Board review. Dave Gilpin moved to approve the Treasurer's Report as presented. Motion passed unanimously.

DIRECTOR'S REPORT

Kelli Steele presented the Director's Report, specifically noting the following items:

Website Update

- Our web ads on WVExplorer.com and WVMetroNews.com are producing increased traffic.

Marketing Update

- We are developing rack cards for four CVB Tourism Partners and will be designing the new Visitors Guide in the upcoming months.
- We are working with the Marshall University Ad Club to conduct research about travelers to the area.
- East Coast Tees is providing an estimate for vinyl wrapping the Mobile Visitors Center.

Events Updates

- Month of March: Tastes and Talents
- March 14: Tastes and Talents Pop-up Shop
- April 18: WV Food Truck Festival
- May 30: Dog Jog

Operations

- The CVB is awaiting a quote from a second accounting firm regarding a financial review.
- We will apply for re-accreditation this year.

- Kelli attended Hospitality University, which also included WVACVB and WVHTA meetings. Kelli and Angie will attend their Marketing College graduation in Little Rock this month, where they will receive their TMP certifications.

Director Activities

- Kelli updated the Board on her recent community involvement including: attending the Putnam County Roundtable with Commerce Secretary Gaunch; participating in Tourism Day at the Legislature; attending Issues and Eggs in conjunction with the Leadership WV Legislative Reception; meeting with the MU Ad Club; and meeting with Gritt's representatives regarding an upcoming promotional video.

FY2020 Advertising

- Kelli provided a list of advertising commitments for the late winter, spring, and early summer quarters.

Social Media

- Kelli provided statistics for CVB social media platforms and noted following and interest have increased in all areas.

OLD BUSINESS None

NEW BUSINESS

- PEIA Eligibility Documentation: President Ashley Alford Glance discussed the research thus far in offering PEIA to full time CVB employees. Three steps must be performed before the WV Public Employees Insurance Agency will evaluate the CVB's request for coverage:
 - o The CVB must institute a Benefits Dissolution Clause to specify the Plan status if the covered employee is no longer employed by the CVB or if the CVB ceases to exist. A Benefits Dissolution Clause was presented to the Board members for review. Joe Haynes moved to institute the Benefits Dissolution Clause as presented. Motion passed unanimously.
 - o The CVB Board President must write a letter confirming the Board's approval of participation in PEIA. Dave Gilpin moved for Alford Glance to prepare the letter. Motion passed unanimously.
 - o The CVB Board President must write a letter confirming eligible employees are not state employees. Joe Haynes moved for Alford Glance to prepare the letter. Motion passed unanimously.
- Driver's Safety Update: Kelli Steele discussed a handout from the National Highway Traffic Safety Administration regarding the hazards of speeding. The information is necessary to meet our BRIM coverage requirements.

ANNOUNCEMENTS

- Lowell Wilks provided new Rivers to Ridges Recreation Guides, which integrate with the recent Rivers to Ridges History Guide publication.
- Megan Tarbett announced Valentine activities will be held at all library branches, as well as month-long movie showings, author discussions, craft classes, and various lecture series.

There being no public comment or further business, Dave Gilpin moved the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 1:51pm. The next meeting will be held April 6, 2020, at 1:30pm at Area 34.

Respectfully Submitted by Angie Barthelmess