

APPROVED

on 6/1/20

**PUTNAM COUNTY CONVENTION & VISITORS BUREAU
BOARD of DIRECTORS
MEETING MINUTES
April 6, 2020 at 1:30pm
via Zoom conference call**

BOARD MEMBERS IN ATTENDANCE

Ashley Alford Glance, Steve Andes, Dave Gilpin, Angela Harding, Joe Haynes, Megan Tarbett, Evan Young

STAFF IN ATTENDANCE

Kelli Steele, Executive Director

Angie Barthelmess, Office Manager/Community Liaison

CALL TO ORDER

CVB Board President Ashley Alford Glance called the meeting to order at 1:32pm. Quorum present. President Alford Glance ensured all members had received the meeting content sent electronically last week.

MEETING MINUTES

Joe Haynes moved to accept the February 3, 2020, Board meeting minutes as presented. Motion passed unanimously.

OLD BUSINESS

- PEIA: Director Kelli Steele discussed the ongoing approval process for PEIA eligibility, noting: 1) the CVB is submitting paperwork as requested; 2) PEIA may require additional financial review before eligibility can be determined; and 3) PEIA affordability may be impacted by the extent of COVID-19 on the CVB budget.
- Financial Review: Director Steele had previously solicited quotes for a CVB financial review to accompany our upcoming CVB Accreditation application. After reviewing the quotes received, The Fyffe Jones Group was selected to perform the examination. Fyffe is providing a list of required documents needed to begin the review.

NEW BUSINESS

- FY2021 Budget: Kelli Steele presented the FY2021 budget to Board members for approval, after prior review with the CVB budget committee. Dave Gilpin moved to approve the FY2021 proposed budget as presented. Motion passed unanimously. Kelli noted the financial impact of COVID-19 on the tourism industry, as well as our budget, is unknown at this point. As a result, an amended FY2021 budget will be presented at the June meeting if warranted.
- FY2021 Officer Nominations: Due to our recent By-Laws update, CVB Board officers will now serve for the fiscal year rather than the calendar year. The officers will be elected at the June meeting and begin their terms on July 1 of each year. President Alford Glance asked for Board nominations be voiced at the meeting or emailed to the CVB Office Manager. A ballot for June's meeting will be prepared based on the nominations received.

TREASURER'S REPORT

Director Kelli Steele presented the CVB FY2020 Budget Summary to date. Regarding the financial effects of COVID-19, she noted the CVB has funds available to fully meet all financial obligations for the foreseeable future. Joe Haynes moved to approve the Treasurer's Report as presented. Motion passed unanimously.

DIRECTOR'S REPORT

Kelli Steele presented the Director's Report, focusing on a COVID-19 update:

- The CVB staff has been working at home since March 19 at the direction of Governor Justice.
- The office is focusing on providing useful information to the community related to tourism-based businesses (restaurants offering pickup/delivery, local online learning opportunities, etc.)
- All administrative functions are running smoothly and on time.
- Kelli has participated in numerous conference calls with elected officials, as well as webinars relating to the pandemic's impact on local businesses and tourism.
- Kelli is monitoring existing and future ad buys to best align with current nationwide travel restrictions.
- The WV Food Truck Festival is rescheduled, tentatively for August 1.
- For March 2020, hotel/motel occupancy is down 80% nationally and is even lower locally.
- Work Plan: Kelli is gathering content for the new Visitors Guide and preparing relevant post-pandemic digital content. She is also working with the WV Metro Sports region (potential 2022 soccer tournaments), the Craft Beverage Trail group (local food/beverage marketing opportunities), and the Putnam County Chamber of Commerce (Positive Putnam Campaign.)

ANNOUNCEMENTS

- Ashley Alford Glance reported Marc Brown recently resigned from the CVB Board of Directors upon moving out of the area.
- Joe Haynes and Megan Tarbett commended the CVB for its proactive and positive approach to the current COVID-19 environment.

There being no public comment or further business, Dave Gilpin moved the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 1:54pm. The next meeting will be held June 1, 2020, at 1:30pm at Area 34.

Respectfully Submitted by Angie Barthelmess