

**PUTNAM COUNTY CONVENTION & VISITORS BUREAU  
BOARD of DIRECTORS  
MEETING MINUTES  
June 7, 2021 at 1:30pm  
Area 34 Conference Room and Zoom Participation**

**BOARD MEMBERS PRESENT**

Ashley Alford Glance, Kathie Crouse, Dave Gilpin, Angela Harding, Joe Stevens, Rob Sydenstricker, Megan Tarbett, Evan Young

**STAFF PRESENT**

Vanessa Ervin, Executive Director  
Angie Barthelmess, Office Manager

**CALL TO ORDER**

CVB Board President Ashley Alford Glance called the meeting to order at 1:30pm. Quorum present. President Alford Glance welcomed new CVB Board member Kathie Crouse.

**MEETING MINUTES**

Dave Gilpin moved to accept the April 5, 2021, meeting minutes as presented. Motion passed unanimously.

**TREASURER'S REPORT**

Megan Tarbett gave the Treasurer's report to date for FY21. General ledgers for FY21 were made available to Board members. Joe Stevens moved to approve the Treasurer's Report as presented. Motion passed unanimously.

**DIRECTOR'S REPORT**

Executive Director Ervin presented the Director's Report, specifically noting the following items:

Advertising

- We are continuing our partnerships with the WV Tourism Office (including participation as a WV Birthday Celebration Sponsor), SouthernTravel Magazine, MetroNews, and GuestQuest.
- We are utilizing geofencing capabilities, particularly for travel sports tournaments in the area.

Marketing Update

- The new Visitors Guide will be available within the next few months. Advertising space is still available.
- In pursuing our goal of Convention Network Development, Executive Director Ervin recruited a January 2022 JiuJitsu tournament for Putnam County.
- We are continuing the "People of Putnam" video series and also launching a podcast component.
- We are now including Day Trip Itineraries for our website/blog and digital media campaigns. The Itineraries are directed toward specific groups of travelers and visitors.
- Upcoming meetings for Executive Director Ervin include the WVACVB Board Meeting (June), a Tourism Partners meeting (late summer), and the Governor's Conference on Tourism (September).

Hotel Occupancy

- Executive Director Ervin provided a graph of hotel occupancy March 2021 – May 2021.

### Events

- May's Virtual Dog Jog 5K Run/Walk was successful with 109 participants. The virtual nature of the race allowed the CVB to promote several Putnam County trails. All proceeds were donated to the Putnam County Animal Shelter.
- The first annual Rivers to Ridges Race and Ride series was a multi-weekend event with several out-of-town participants.
- Upcoming/Ongoing Putnam County events: Putnam Farmer's Market, Winfield Watersports Weekend, Eastern President's Cup Soccer tournament, Putnam County Fair, Library Virtual 5K, WV Cupcake Festival, and the WV Food Truck Festival.

### OLD BUSINESS None

### NEW BUSINESS

- Officer Elections: Board members nominated officer candidates last month via email. Joe Stevens moved the nominations be closed. Motion passed unanimously. The Board voted by secret ballot on the slate of new officers. Results were tallied and announced:

**President:** Dave Gilpin

**Vice President:** Evan Young

**Secretary:** Angie Barthelmess (as indicated by By-Laws)

**Treasurer:** Megan Tarbett

Angela Harding moved to approve the new officers as presented. Motion passed unanimously. President Alford Glance congratulated the new officers and thanked the Board and staff for their support during her tenure.

- FY22 Budget: Megan Tarbett and Vanessa Ervin presented the FY22 Proposed Budget, previously provided to the CVB Budget Committee. Dave Gilpin moved to approve the Budget as presented. Motion passed unanimously.

### ANNOUNCEMENTS

Dave Gilpin noted Evan Young will discuss the Watersports Weekend on Dave's 6/8/21 live WCHS radio show.

Megan Tarbett reported the Library will host its first 5K, "Tails, Tales and Trails." Register on [tristateracer.com](http://tristateracer.com).

Megan Tarbett also announced Putnam County Fair vendor applications are now available. This year's Fair dates are July 9-17.

Evan Young noted the Putnam Wellness Coalition will host a Teen Leadership Summit on June 22. Also, AppBoCo will provide paddleboard activities at the Hurricane reservoir this summer.

Joe Stevens congratulated Executive Director Ervin for her input and resources for the successful Rivers to Ridges bike series.

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There being no further business or public comment, Dave Gilpin moved the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 2:23pm. The next meeting will be held August 9 at 1:30pm at Area 34.

Respectfully submitted by Angie Barthelmess