

Vinton County Department of Tourism
104 West Main St., McArthur, Ohio 45651
740-978-2510



Meeting Minutes

Date: April 14, 2026

Time: 12:00 Noon

Present: Brandi Betts, Rick Reynolds, Rheeta Leach, Ellen Lash, Abigail Saylor, Sharon Troyer, Beverly Goheen and Director Aidan Reagh

Guests: Commissioners Kevin Cozad and Jeffrey Harper III, Brande Minton (Auditor's office)
Bill Archer (Prosecutor), Nick Rupert and C. Scott Ward. Red Thompson (12:25).

1. Call To Order- Brandi Betts at 12:01 noon.

2. Comments From The Public-

- Nick Rupert, lodging owner, discussed new construction/oversaturation, lack of building codes, and need for better maps of trails/ public lands for hunting, foraging, eco-tourism, and also suggested a member directory.
- Brande Minton (Auditor's office) Auditor's office wants to handover the lodging tax collection. Q&A session opened re: payment process for lodging tax collection (on-line, mail in, cash), various fees for debit/credit card use, software, spreadsheet, etc. No deadline set.
- Bill Archer (Prosecutor) discussed his office handling the lodging tax collection with a 6% administration fee versus the Auditor's current 3% fee and the legal process for payments disputes, delinquent accounts, and further legal recourse such as foreclosure.

3. Secretary Report - Rick Reynolds a motion to approve the March 10, 2026 meeting minutes and seconded by Ellen Lash. All voted yes.

4. Financial Report - Current fund balance not available at this time. Reviewed recent statement with fund balance of \$245,961.90. Director A. Reagh to provide up-to-date transaction report as soon as possible.

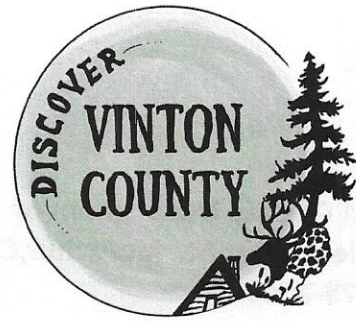
5. Directors Report - Aidan announced taking Vinton County's AMERICA 250 liaison role and to obtain an American 250 flag. Keirsten Yates now owns theme month promotions, using a new email: keirsten@discovervintoncounty.com. Staffing discussed. See new business.

6. Old Business-

A. Mini Grant Applications - Discussed mini-grant application process. Committee of Brandi Betts, Ellen Lash, and Rheeta Leach formed to review grant application and revise if needed. Rick Reynolds made a motion to HOLD the announcement of spring mini-grants availability with a second from Sharon Troyer. All voted yes.

B. Mural Marker - Rick Reynolds presented information on various sizes, finishes, pricing, maintenance requirements for a mural marker from Logan Monument and Southern Ohio Monuments. Ellen Lash made a motion to purchase a black granite mural marker, 28x32 inches, for \$1,650 with installation from Southern Ohio Monument with a second from Abby Saylor. All vote yes. Inscription not yet finalized. This will need to be presented to the Vinton County Commissioners for final approval.

C. 2027 Visitor Guide RFP - Director Aidan Reagh provided information on five bids, reviewed and discussed. Rick Reynolds made a motion to accept the bid of Great Lakes Studios for 20,000 copies for \$24,000 and seconded by Sharon Troyer. All voted yes. This is a 1 year proposal at this time.



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7. New Business:

A. Staffing Expansion Strategy-

Discussed changing Keirsten Yates Office Manager job title to Cultural Tourism Manager, amended job description reviewed, with expanded role ,no change in pay or hours,effectively immediately. Sharon Troyer made a motion to approve with a second by Bev Goheen. All voted yes.

2.Destination Development Manager-Director Aidan Reagh suggested creating a new full-time(40 hours) position with focus on engagement and development of tourist -based assets(business and lodging), collection of lodging taxes,engaging and developing tourism initiatives, and collaboration with community partners with option of shared time with Vinton Co. Dept. of Development. Job description/qualifications not yet finalized.Goal is to present a finalized proposal for approval at the Commissioners' Meeting scheduled for April 21,2026.Rick Reynolds made a motion to approve with second by Bev Goheen. All voted yes.

3.Launch Internship Program -Proposed creating an internship program ,summer and fall ,for high-school/ college students,18 years of age, initial \$5,000 budget, variable hours.Details to be finalized. Ellen Lash made a motion to proceed with a second by Sharon Troyer. All voted yes.

B. Attendance Policy Revisions-Information packet provided with suggested revisions, including remote work 1 day a week for full-time employees.Matter tabled until the Board can review further.

C.Advertising Strategy Discussion1./ Current Options- Geographic-Based Target Audience research discussed. Discussed market coverage, pricing and options with each advertiser/magazine.

1. Compass -Motion made by Bev Goheen for \$1,295 Fall ad with a second by Rheeta Leach. All voted yes.

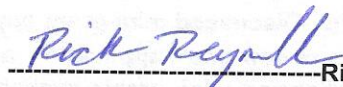
2.Revue(Michigan)-Rick Reynolds made a motion for a summer full page ad at \$1,350 with a second from Sharon Troyer. All voted yes.

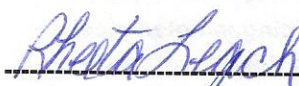
3. Backcountry Magazine Hunters and Anglers-Rick Reynolds made a motion to approve \$1,500 for an ad and seconded by Abby Saylor.Board voted yes with the exception of Sharon Troyer who was unavailable for this vote.

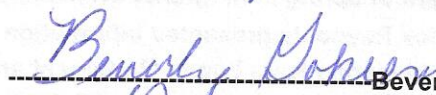
8.Board Member Comments-Rick Reynolds suggested directing updated trail requests be directed to ODNR.

9.Adjourn- Motion to adjourn at 2 PM. made by Sharon Troyer/ seconded by Abby Saylor.All voted yes.

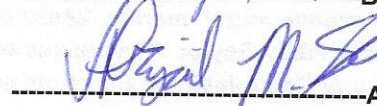

-----Brandi Betts

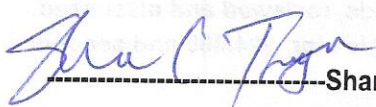

-----Rick Reynolds


-----Rheeta Leach


-----Beverly Goheen


-----Ellen Lash


-----Abigail Saylor


-----Sharon Troyer


-----Aidan Reagh