

Vinton County Dept. of Tourism Minutes

February 4, 2025 - 12:00 PM, 104 W. Main Street, McArthur, OH 45651

The meeting was called to order at 12:03 PM by Amanda Boring.

Present: Brandi Betts, Amanda Boring, Beverly Goheen, Ellen Lash, Rick Reynolds, Abigail Saylor and Sharon Troyer

Visitors: Kevin Cozad and Jeff Harper, VC Commissioners

Kevin Cozad commented that the VC Commissioners are willing to attend the tourism meetings but that the meeting date/time are conflicted.

The January 14, 2025 minutes and the Special Meeting Minutes of January 21, 2025 were presented to each member. Sharon Troyer made a motion to accept the minutes. A second was received by Rick Reynolds. All voted yes.

Amanda gave the Financial Report. There were no questions or dissensions.

Director Spend Limit: Sharon Troyer made a motion that the Director could spend up to \$500 max in a single transaction per month without approval. \$501-\$999 would require authorization of two (2) board members via email. One thousand dollars (\$1000) would require prior authorization. Rick Reynolds seconded the motion. All voted yes.

Old Business: Office Furniture: The furniture is in place, functional, very attractive and comfortable.

Directors Report:

Buckeye Trail Association: NPS - listed as a potential national trail. They will begin a three year program commencing in 2026. No funding is available for tourism at this time.

Business Photoshoot: Business driven with permission from owners to use on VC Website. Ten have been completed to date.

VCHS: Students will be writing articles to be published in the Visitor Guide

Photo Contest: There are 29 entries. Prizes of \$100, \$50 and \$25 will be awarded.

Site Analytics: website: 120% increase in site visitors, FB-57,469 Facebook views in a 30 day period

Unfinished Business:

Credit card: Amanda signed a letter of request for a credit card.

Natural Resources seat: Jamie Phillips is not an exempt employee. Jason Geary, Lake Hope Park Manager, was contacted and he doesn't feel he can commit the time, The Soil and Conservation District was then suggested.

Committee Reports:

175 Year Celebration: Vinton County will be celebrating 175 years on March 23, 2025 by hosting a Picnic in the Park from 10-4. There will be four (4) food trucks, a cornhole tournament sponsored by LePetit Chevalier Winery, with prizes, and activities for the kids.

Additional activities will be planned as the event progresses. Rick spoke to John Linder regarding a possible Cruise-In and Candice Walton will oversee an essay contest with prizes of \$100, \$50, and \$25.

Visitors Guide: Brandi reported that a new production schedule has been established and that she is personally disappointed with the lack of interaction from the Sales/Marketing team. Since Amanda is going to be doing extra work on the guide, Rick Reynolds made the following motion: Amanda can accrue up to ten hours (10) of comp time per week until completion of the Visitor Guide.

Sharon Troyer seconded the motion. All voted yes

Lodging Networking Event: This will be held on Saturday, March 15, 2025 from 10-noon at the library. A meet/greet and a small program will take place. Light refreshments will be served

New Business:

Placer Ai-was tabled due to lack of interest.

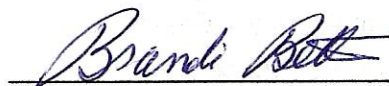
Wolf Rock Radio-There will be a meeting on 2/7 at 1 pm regarding the upcoming Bigfoot Festival in August.

Ohio Goes to the Movies-Americas 250 celebration-Columbus, Ohio Is hosting a Film Festival 2026 in 63 of Ohio's counties February to October.

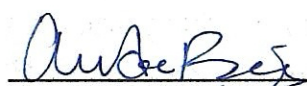
Domain name: Abigail Saylor made a motion to purchase discoverVC.com and forward it to the website. Sharon Troyer seconded the motion. All voted yes.

Board Member comments: None

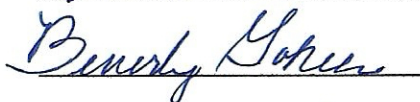
Rick Reynolds made a motion to adjourn. Meeting adjourned at 2 P.M.



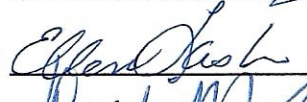
Brandi Betts



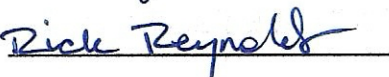
Amanda Boring



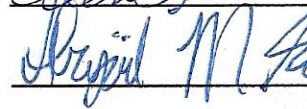
Beverly Goheen



Ellen Lash



Rick Reynolds



Abigail Saylor

Sharon Troyer