

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

9. Board Member Comments-(some comments moved here for continuity).

- Ellen Lash stated she would like to target Vinton Co. advertising to the bridal/wedding destination audiences and promote community businesses and area attractions. Plans are in the works.
 - Director Aidan Reagh gave further background on the new Destination Development Manager-Jess.
 - Open discussion on upcoming board member training and possible locations.
 - Discussed mini-grant applications timeline and upcoming media release.
 - Rheeta Leach(Friends of Lake Alma) gave an update on improvements at Lake Alma State Park re: shuffleboard court, beach area water fountain installation pending, and future dog park renovation plans for fall 2026/ spring 2027
- Community donations requested.

(Aidan Reagh)

(Brandi Betts)

(Rick Reynolds)

(Rheeta Leach)

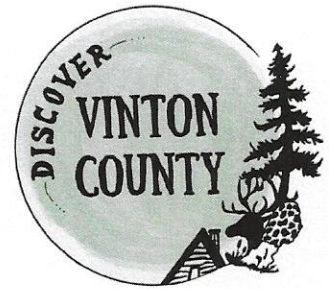
(Beverly Goheen)

(Ellen Lash)

(Abby Saylor)

(Sharon Troyer)

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Meeting Minutes
Date: June 09, 2026

Present: present per roll call -Director Aidan Reagh, Rick Reynolds, Rheeta Leach, Ellen Lash, Beverly Goheen.

Guests: Commissioner Kevin Cozaad, Red Thompson and Jason Moles.

1. Call To Order- Rick Reynolds at 12:02 noon.

2. Comments From The Public- Red Thompson spoke on Ohio's Rolling Hills tourism brand and invited Aidan Reagh to appear on the Total Media program.

3. Secretary Report - Beverly Goheen made the motion to accept the May 19, 2026 minutes with corrected spelling of Kevin Cozaad with a second from Rick Reynolds. All voted yes.

4. Financial Report- Current fund balance of \$331,397.09 as of June 08, 2026. Director Aidan Reagh noted there needs to be budget updates for certain allocations.

5. Staff Report - Keirsten Yates- America 250-

- will join with the Vinton Co. Historical Society for the 4th of July wreath- laying .

Aidan Reagh

-updated board on upcoming calendar events : American 250 Ohio Commission meeting in Marietta, Southern Ohio Forest Rally, ribbon-cutting event at Rio Grande McArthur Center, and changes in office hours.

- discussed and agreed to purchase the Vinton County American 250 lapel pin, quantity pending.

- discussed consulting Amy Camp, trail tourism expert, to create a destination marketing plan by targeting ecotourism, natural attractions, and cultivating a trail town tourism culture. Discussed ATV Tourism ideas.

6. Old Business

a. Mural Marker- Rick Reynolds reported unforeseen delays with Southern Ohio Monument. He is to follow-up.

b. Destination Development Manager- Announcements pending with start date of June 29, 2026.

c. Ohio goes to the Movies - Herbert Wescoat Memorial Library- Aug 08, 2026-

- Rick Reynolds to coordinate setting up a meeting with all interested parties to plan and finalize details.

7. New Business

a. Office Technology discussion- Discussed the bid by Jason Moles to upgrade /install standardized office computer equipment at \$ 994.00 each for 3 stations. Ellen Lash made a motion to accept the bid as detailed with Beverly Goheen second. All voted yes.

b. Advertising Campaigns-

-Meta (Facebook /Instagram)-discussed advertising campaigns at \$1,000 each quarter or \$4,000 yearly. Rick Reynolds made a motion to purchase 1 year of advertising at \$4,000 with second by Rheeta Leach. All voted yes.

-Field and Stream-reviewed advertising quote for print and media, one full page ad Fall Journal and targeted media banners .Ellen Lash made a motion to accept the proposal for \$8,600 with a second by Beverly Goheen. All voted yes.

c.. Merchandise Opportunities-explored options for in-office retail space, our brand and local merchandise and barriers if any. Director Aidan Reagh is to gather more information and seek counsel if needed.

8. Executive Session- Beverly Goheen made a motion to go into executive session at 1:07p.m. with invited guest Kevin Cozaad with a second by Ellen Lash. All voted yes. Beverly Goheen made a motion to exit executive session at 1:31 p.m. with a second by Ellen Lash. All voted yes.