

**Mercer County Convention and Visitors Bureau
Board Meeting
June 14, 2022**

Members Present: Cindy Kraft, Jeff Disibbio, Greg Puckett, Mandy Fink, Ansel Ponder, Nicole Thompson, Valerie Hendricks, Dewey Russell, Henry Jones, Phil Lane, Todd Boggess, Tammie Lucas, Julie Hurley, Sam Lusk, John O'Neal

Members absent: Will Lambert

Guests: Pat Strader, Alexa Nagy, Savannah (Jim Spencer), Cecil Marson

Staff: Jamie Null, Karen Morris

Call to Order & Pledge:

Cindy Kraft, president, called the meeting to order at 2:04 P.M. Pledge of Allegiance was offered. Guests were welcomed. The September minutes and financials were passed.

New Business

- A. **DR update:** Pat and Alexa, with Digital Relativity, gave an update on the visitors guide campaign and the ATV guide campaign. They discussed the creative and the targeting of both campaigns. They gave updated numbers for the digital campaigns that have been running.
- B. **Mobile Visitor Center:** Karen presented information for the purchase of a mobile visitor center. The board requested that the insurance company be contacted for rates, the DMV be contacted to see if it needs to be licensed for commercial use, parking needs to be established and check on pricing.
- C. **Strategic Plan:** Jamie presented options for someone to do a lodging study, that would include Air B&B's and ATV lodging, in the county. Berkley Young at \$20,000 and Blue Elephant at \$12,000-\$13,000. There hasn't been a study in 3 years and we are looking at the fall season to do one.
- D. **Office Update:** The office is almost complete. The painting is done and the floors are done. The outside renovations still need to be done. The unpacking and putting away are in progress.
- E. **Proposal to help brand Exit 9 project:** The CVB would pay \$2,000 for the research and branding.
- F. **Audit:** The CVB is due for an audit. It needs to be done no later than July 1, 2024 for the past 3 years. It was suggested to get estimates on the cost between a review and an actual full audit.

Next meeting: June 14, 2022

Round Table: Greg thanked them for their help with the NACo conference.

Todd said that he is one step closer to opening his lodging place on Coaldale Mountain.

Mandy said that she appreciated that we could all work together cohesively. Julie announced that after being on the BARC board, she is stepping down and that the BARC has several projects in the works.

Nicole said that she had met some folks at the Granada that were from Pittsburgh and and that there are several events coming up, including the 1st anniversary celebration on 8-27-22.

Tammie said that she has been working with Discover Bristol and kudos to us and the board for the work that we do.

Cindy encouraged everyone to come out to the ballparks and enjoy some baseball.

Henry said that he is excited for the future of Mercer County.

Sam said that the City of Princeton can leverage federal funds the city received to hire a technology person.

Ansel told the board that Bluefield State College will be changed to Bluefield State University on July 1, 2022.

Savannah said that the City of Bluefield has secured funding for a food truck incubator program. There will also be a workshop on 6-29-22 on how to get discovered on the internet.

Meeting adjourned: 3:35 pm

Karen Morris, Acting Secretary

Mercer County CVB Board

Approved: JN

