**Mercer County Convention and Visitors Bureau**

**Board Meeting**

**April 10, 2023**

**Members Present:** Kitt McCarthy-Zoom, Jeff Disibbio, Greg Puckett-Zoom, Nicole Thompson, Henry Jones-Zoom, Sam Lusk, Patrice Belcher, Ansel Ponder, Kim Jones-Zoom, Marty Gearhart

**Members absent:** John O’Neal, Mandy Fink, Carmen Hendrick

**Guests:** Faith, Alexa Nagy, Pat Strader, Sofie Dewulf, Kaylie Trotman, Richie Heath, Jordan Nuzum

**Staff:** Jamie Null, Karen Morris, Amy Williams

**Call to Order:**

Jeff Disibbio, Vice-president, called the meeting to order at 2:04 P.M. Guests were welcomed. The December minutes and financials were passed.

**New Business**

1. **Presentation:** Richie Heath and Jordan Nuzum discussed bills that were passed in the legislative session. There are to be no new CVB’s created for at least 2 years. Bill 286 House 2600, hotel occupancy tax is being watched right now. Non-detrimental bills, that may or may not affect CVB’s, was discussed as well. The funding bills for tourism remained the same and 8 million was added for production.
2. **DR Update:** Alexa and Pat gave a recap of the Winter 22-23 campaigns. The CVB’s new messaging is “Uniquely Appalachian” and some of the new ads were shown. Alexa gave the social media numbers, visitors guide request numbers and website numbers. The Spring campaign is being worked on currently and will run 3-15 through 6-15. Upcoming campaigns were discussed too.
3. **Pineapple PR:** Sofie and Kaylie explained the tourism messages and pitches that have been used to garner earned media for Mercer County so far. They told the board the earned media numbers so far. They listed pending coverage and upcoming initiatives.
4. **Strategic Plan:** Jamie discussed the Strategic Plan that was put together by Berkeley Young Strategies. She asked for a vote on approval to move forward with the plan. Board voted in favor of the plan.
5. **Investments:** Jeff told the board that different investment opportunities should be looked into for the money that is just sitting in a checking account. Ladder CD’s, investment accounts, risk management and taxable income were all discussed. The board asked Jamie to check out different options and report findings at the next meeting.
6. **Monthly Reports, Appalachian Ambassador program, Committees:** Jamie informed the board that moving forward the monthly reports will be on the website. She explained the STR report to the board and what can and can’t be done with it. She told the board about the ambassador program and how it will work. She listed the committees and who would serve on each of them.

**Old Business**

1. Karen updated the board on the mobile Visitors Center, saying that it would make its debut at Camp Creek State Park for the ramp dinner and Lumber Jack competition. The ATV is now up at the trailhead on Coaldale Mountain in a building the CVB purchased. Signage was also discussed. There will be a program for partners in Mercer County for signage. Sam Lusk and Ansel Ponder will serve on that committee.

**Next meeting**: TBD

**Meeting adjourned:** 3:37 pm

Ansel Ponder, Secretary

Mercer County CVB Board