

Next meeting: TBD

Meeting adjourned at 3:25

Ansel Ponder, Secretary

A handwritten signature in blue ink, appearing to read 'Ansel Ponder', with a long horizontal flourish extending to the right.

Mercer County CVB Board

**Mercer County Convention and Visitors Bureau  
Board Meeting  
April 15, 2024**

**Members Present:** Kitt McCarthy, Henry Jones, Kim Jones, Carmen Hendrick, Patrice Belcher, Todd Boggess, Ansel Ponder, Jeff Disibbio, Greg Puckett

**Members absent:** Jim Spencer, Marty Gearhart, Phil Lane, Sam Lusk, Candace Wilson, John O'Neal

**Guests:** Chris Mabe, Alexa Nagy, Lyndsay Fruchtl

**Staff:** Jamie Null, Karen Morris, Valerie Hendricks

**Call to Order:**

Kitt McCarthy, President, called the meeting to order at 2:06 P.M. Guests were welcomed. The February minutes and financials were passed.

**New Business**

- A. **DR Update:** Alexa gave an update on the new logo, colors and fonts for all marketing and branding efforts for the upcoming year. She also went over the updated brand guidelines. She said that the Spring "Things to do" campaign is ongoing through May 3<sup>rd</sup>, the Festival season campaign will begin on May 6<sup>th</sup> and run through October 31<sup>st</sup> and the Summer campaign will run May 13<sup>th</sup> through August 16<sup>th</sup>. Alexa gave the social media numbers; visitors guide request numbers and website numbers.
- B. **Pineapple PR:** Lindsay Fruchtl gave an update on the stories that have been written about Mercer County as well as the monthly story pitches that her and her team send out. She went over the numbers and stats as well as sharing the earned media numbers. She also went over some of the recent stories that have been in publications and what is coming up with articles and travel writers.
- C. **Director's Report:** Jamie gave an update on the Candy Cane Trail stats and asked for feedback and suggestions on how best to move forward this year in making the Candy Cane Trail more successful and more streamlined. After discussion and suggestions, it was decided to try it one more year with a few changes being made. She also talked about the CVB selling branded merchandise. Jamie said that she would do some more investigating for e-commerce. She also said that the ATV is getting service done so that it will be ready for the season.
- D. **Governor's Conference:** Karen told the board when the Governor's Conference is this year and that the CVB would be taking two board members with us this year. The conference is Sept. 8-11 and will be held in Charleston, WV.
- E. **Community Marketing Report:** Valerie said that she has met with over 20 tourism partners so far and went over with them what the CVB does and how they can work more with us. She has delivered guides to over 30 businesses as well.