

**Mercer County Convention and Visitors Bureau
Board Meeting
December 9, 2024**

Members Present: Henry Jones, Kim Jones, Phil Lane, Patrice Belcher, Ansel Ponder, Jeff Disibbio, Greg Puckett, Candace Wilson, Sam Lusk, Kitt McCarthy-Zoom, John O'Neal-Zoom

Members absent:, Carmen Hendricks, Todd Boggess, Jim Spencer, Marty Gearhart, Grant Bennet

Guests: Pat Strader, Alexa Nagy, Lyndsay Fruchtl

Staff: Jamie Null, Karen Morris, Valerie Hendricks

Call to Order:

Jeff Disibbio, Vice President, called the meeting to order at 2:04 P.M. Guests were welcomed. August minutes and financials were passed.

New Business

- A. **Budget Committee Report:** Henry explained the 2025 budget and answered questions pertaining to the budget. The 2025 budget passed.
- B. **DR Update:** Alexa gave an update on the current campaigns that are running. Alexa gave the social media numbers; visitors guide request numbers, goal conversions, co-op data and website numbers. She also talked about what marketing campaigns were coming up. A motion was made to approve the website redesign for 2025. The redesign passed.
- C. **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 sent 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. She went over the 2025 proposal and answered questions. The PR proposal for 2025 was approved.
- D. **Nominating Committee Report:** Jamie informed the board that Marty Gearhart and Carmen Hendricks terms were up. The nominating committee will be meeting to decide on replacements for the open positions.

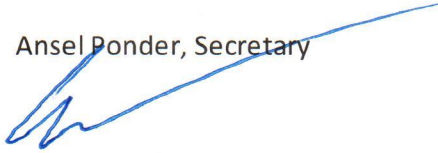
Old Business

- A. **Trademark:** Karen informed everyone that the trademark licensing had come in for the agreement between Visit Mercer County and Blue Appalachia Holdings, LLC. The CVB is now able to use "Uniquely Appalachian" in their advertising and branding efforts.
- B. **Director's Report:** Jamie told the board that 2025 is the 40th anniversary of the Mercer County CVB. The team will be focusing on that in the 2025 marketing strategy and plan to do something special to commemorate the occasion.

Next meeting: TBD

Meeting adjourned at 3:02

Ansel Ponder, Secretary

A handwritten signature in blue ink, appearing to read 'Ansel Ponder', is written over the printed name.

Mercer County CVB Board