

Board of Directors Meeting
October 20, 2025
2:00 PM

Board Members Present (voting):

- Sam Wolford
- Grant Bennett
- Susan Williams
- Patrice Belcher
- Ansel Ponder
- Bill Regas
- Sam Lusk
- Jeff Disibbio
- Greg Puckett
- Candace Wilson
- Jordan Maynor (via Zoom)
- Kim Jones (via Zoom)
- Henry Jones (via Zoom)
- Todd Boggess (via Zoom)

Board Members Absent:

- Phil Lane

Staff Present:

- Jamie Null, CEO/Director
- Karen Morris, Assistant Director
- Valerie Hendricks, Community Marketing Manager

Guests:

- Lindsay Fruchtl
- Alexa Nagy

Call to Order

The meeting was called to order at 2:05 PM.

Approval of Minutes

The board reviewed and approved the minutes from the June 2025 meeting.

Motion by: Sam Lusk

Board voted and approved the June 2025 minutes.

Financial Report

The financial report was presented and accepted.

Motion by: Jeff Disibbio

Board voted and approved the financial report.

Pineapple PR Updates

Presented by: Lindsay Fruchtl

- Mercer County achieved 3.5 billion impressions and \$97.6 million in editorial value between June and September 2025.
- Year-to-date: 8 billion impressions and \$238 million in value, reflecting strong national media traction.
- Continue media and influencer outreach focused on holiday and arts/culture campaigns.
- Finalize and submit the 2026 PR Plan, aligning with Mercer County's tourism strategy.

Digital Relativities Updates

Presented by Alexa Nagy

- Over \$66,000 invested in campaigns generated millions of impressions and significant increases in engagement and conversions.
- Visitor guide requests rose 138%; newsletter signups are up 16%
- Maintain and optimize digital campaigns with focus on conversions and visitor guide requests.
- Provide regular website analytics and social media reports to the board.
- Coordinate with commission and stakeholders on 2026 campaign and co-op planning.

Community Marketing Updates

Presented by: Valerie Hendricks

- Events such as Bridge Day and Burke's Garden drew regional and out-of-state visitors, showcasing cross-promotion opportunities.
- Local visibility continues to grow through outreach and partnerships.
- Continue community outreach and event representation to increase awareness among locals and new residents.
- Educate partners on event calendar submissions and assist with troubleshooting.
- Collaborate on packaging and marketing efforts based on visitor data and engagement trends.

Committees: Preparations are underway for 2026 Budget and Nominating Committees. Board members are asked to sign up for one of the committees. Any empty committee spots will be filled by the director, Jamie Null.

Review of calendar policies and operational systems:

- ITI Digital event calendar has a 92% engagement rate, 1,000+ events listed annually.
- Calendar auto-syncs with properly configured Facebook business pages and Eventbrite.
- Non-compliant partners risk exclusions if they aren't set up as a business on Facebook and Eventbrite as well as not submitting events correctly or at all.
- Built-in quality controls and AI-enhanced event descriptions maintain content standards and user engagement.
- Work with ITI Digital for partner Facebook compliance and calendar submissions.

Tourism outlook 2026

Directors Report

- Coordinate updated photo and video shoots for refreshed tourism media library.
- Revenues and assets remain stable, supporting ongoing and planned initiatives.

Building update:

- Complete office space measurements and layouts for the Mercer Street location.
- Coordinate furnishing and branding efforts; present space design proposal.

Suggestions from board members:

- Focus on High-impact, sustainable tourism investments over one-time funding.
- Dedicate \$25,000 annually toward key attraction projects (e.g. Wolf Creek Falls improvements)
- Explore regional partnerships
- Launch Historical Trail Initiative, funding through state tourism sign funding

Meeting was adjourned at 3:20 PM

Next Meeting: November 24, 2025 at 2 PM

Susan Williams, Secretary