



Mercer County Convention and Visitors Bureau
Board of Directors Meeting Minutes
Date: February 10, 2025
Time: 2:08 PM
Location: Bluefield EDA Office

Board Members Present (Voting):

- Kitt McCarthy
- Jeff Disibbio
- Kim Jones
- Henry Jones
- Grant Bennett
- Bill Regas
- Todd Boggess (via Zoom)
- Phil Lane (via Zoom)

Board Members Absent:

- Ansel Ponder
- Patrice Belcher
- Greg Puckett
- Candace Wilson
- Sam Lusk
- Jim Spencer

Staff Present:

- Jamie Null, CEO/Director
- Karen Morris
- Valerie Hendricks

Guests:

- Lindsay Fruchtl, Pineapple PR
- Alexa Nagy, Digital Relativity

- Jeremiah McKendree, Brush Creek Holler
 - Chris Mabe, representing Sam Lusk (City of Princeton)
 - Dee Puckett, representing Jim Spencer (City of Bluefield)
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Call to Order

The meeting was called to order at 2:08 PM.

Welcome & Introductions

New board members Bill Regas and Grant Bennett were introduced.

Approval of Minutes

The board reviewed and approved the minutes from the previous meeting.

Motion by Jones (Kim), seconded by Disibbio. Motion carried.

Financial Report

Jones (Kim) presented the financial report.

Motion to approve by Jones (Henry), seconded by Regas. Motion carried.

The board discussed audit and financial review requirements.

Motion to table by Bennett, seconded by McCarthy. Motion carried.

PR & Marketing Updates

- Fruchtl (Pineapple PR) presented a 2024 recap and previewed the 2025 strategy, highlighting 10 billion media impressions and \$278.2 million in editorial value.
- Nagy (Digital Relativity) provided a report on website performance and outlined upcoming conversion-focused marketing strategies.

Project Updates

- McKendree (Brush Creek Holler) delivered an update on the roller coaster development project.
- Staff shared plans to expand the reach of Huey, the mobile visitor center.
- Discussion followed on upcoming outdoor festivals and regional event participation.

Digital & Strategic Initiatives

- The CEO/Director introduced an AI chatbot scheduled for implementation on the CVB website.
- Additional updates included:
 - Planning for the CVB's 40th anniversary celebration in June
 - Leave No Trace school programming
 - Civil War Trails and ATV tourism research with Concord University
 - 2025 Visitors Guide production timeline
 - Trademark approval and sticker merchandise sales

- Legislative efforts in support of tourism-related bills

Action Items

Executive Committee

- Review and make a recommendation on the audit/review requirements

CEO/Director

- Finalize plans for the 40th anniversary event
- Resume Leave No Trace programming in schools as weather allows
- Attend PR Forum in Atlanta to promote Mercer County to national travel media

Adjournment

The meeting was adjourned at 3:10 PM.

Minutes recorded by:

Ansel Ponder, Secretary