

Board of Directors Meeting
March 30, 2026
2:00 PM

Board Members Present (voting):

- Todd Boggess
- Phil Lane
- Patrice Belcher
- Sam Wolford
- Ansel Ponder
- Jeff Disibbio
- Candace Wilson
- Grant Bennett
- Greg Puckett
- Kim Jones - via Zoom
- Henry Jones - via Zoom
- Bill Regas - via Zoom

Board Members Absent:

- Jordan Maynor
- Sam Lusk
- Susan Williams

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 2:04 pm

Approval of Minutes:

The board reviewed and approved the minutes from the February 2026 meeting.

Financial Report:

The financial report for February 2026 was presented and accepted.

New Business

New office space update, presented by the CVB Director:

- Furniture and cubicles are shipping and will be arriving soon.
- Waiting on quotes for the vinyl signage that will be on the windows.
- We are working on the retail space. We have applied to be a WV State Parks merchandise vendor and have been approved to use the state tourism office logo trademark. Local crafters/makers will be able to sell merchandise in our space on consignment. Space will be limited and they will need to apply to be a consignment vendor.

Digital Relativity 2026 Strategy, Presented by Alexa Nagy:

- 2026 goals are to increase travel guide requests, increase newsletter sign-ups, and increase internal and external partner clicks by optimizing our paid media.
- Prominent projects for the year include: 2026 marketing plan, campaign strategy and execution, summer co-ops, winter, summer, & fall photo/video shoots, reels content shoots, visitor center plan and designs, and newsletter template redesigns.
- One plan with three connected campaigns: Things to do Google search campaign, Uniquely Appalachian campaign, and ATV campaign.
- Social insights - compared to 2025, Facebook is up-audience grew by 59% and engagement increased by 270%. Instagram is up-audience grew by 12% and impressions increased by 20%. TikTok is up-audience grew by 2.5% and engagement rate increased 1,704%.
- Visitor Center designs were shown and included frosted vinyl for the windows, white vinyl signs for the doors, a selfie sign and a full color illustration vinyl on the wall behind the selfie sign. Hanging banners, seating, a listening kiosk, moveable walls, and brochure stand are in the overall design but will be implemented according to budget.

Pineapple PR 2026 Report, Presented by Lindsay Fruchtl:

- In January, Mercer County had 783M impressions, editorial value of \$21.7M and a quality score of 69%. Monthly writing pitches: Culture and Comfort, Roots & Blooms, Stillness in the Hills, and Analog Adrenaline. Additional writings in Garden & Gun and AP Newswire.
- In February, Mercer County had 891M impressions, editorial value of \$24.7M and a quality score of 67%. Monthly writing pitches: Roots & Blooms Follow-Up, Stillness in the Hills Follow-Up and Analog Adrenaline. Additional writings in Travel Pulse Spring Travel, Travel Pulse International Women's Month, and Afar.
- March media outreach: National Park Week Basecamp, The Ramp Renaissance, The Women Who Built Mercer County, and Millionaire's Row.
- Updated targeted outreach to cultural and travel journalists were conducted and an upcoming media visit has been scheduled.
- Media outreach for April: Waterfall Season is Here: Mercer County's Hidden Cascades at Peak Flow, Summer Nights, Reimagined: Drive-Ins, Dark Skies, and the Comeback of Classic Americana, Celebrate America's 250th the Appalachian Way: Heritage, Grit, and Living History in Mercer County.

Employee Handbook, CVB Director:

- The updated employee handbook was discussed and a motion was made to approve.
- The board unanimously approved.

ATV Lodging, CVB Director:

- Discussion with Hatfield-McCoy Trails about slowing their narrative for needing lodging was unsuccessful.
- The board is tasked with helping figure out how to convey what the county really needs in place of lodging.
- A lodging study was brought up, as well as business 101 meetings/classes.

Legislative Update, CVB Director:

- House Bill 5065 has been signed by the governor and will take effect June 12, 2026.

Meeting was adjourned at 3:47 pm

Next meeting: May 4, 2026

Susan Williams, Secretary

