



Board of Directors Meeting
July 13, 2026
2:00 PM - ZOOM

Board Members Present (voting):

- Bill Regas
- Ansel Ponder
- Phil Lane
- Todd Boggess
- Grant Bennett
- Jeff Disibbio
- Susan Williams
- Candace Wilson
- Kim Jones
- Henry Jones
- Patrice Belcher

Board Members Absent:

- Greg Puckett
- Chris Mabe
- Jordan Maynor

Staff Present:

- Karen Morris, Assistant Director

Guests:

- Cat Grygiel
- Alexa Nagy

Call to Order:

The meeting was called to order at 2:01 pm

Approval of Minutes:

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

Financial Report:

The financial report for May 2026 was presented and accepted.

New Business

New office space update, presented by the CVB Assistant Director:

- The movable walls arrived and have been put together.
- The adirondack chairs are finished and will be shipped with the brochure rack as soon as that is complete.
- We are working to get the cubicles completed as soon as possible.
- SignArc will be installing the vinyl and banners sometime the second week of August.

Digital Relativity 2026 Report, Presented by Alexa Nagy:

- April 1-July 8: Travel guide requests were 1,646 out of 5,983, Newsletter sign-ups were 1,393 out of 760 (form & guide opt-in), Internal partner clicks were 10,278 out of 38,613, and external partner clicks were 2,052 out of 9,712.
- Website marketing efforts are focused on conversions instead of awareness. While users decreased by 45% during April-July, engagement rose 47% due to higher quality traffic. Travel Guides, ATVs, Things to Do and Event pages are among the top content on the site, consistent with paid media.
- One plan with three connected campaigns: Things to do Google search campaign; 24,175 impressions, 2,532 Clicks, 10.47% Click-through rate, Uniquely Appalachian campaign; 275,006 impressions, 2,280 clicks, 277 Facebook link clicks and 0.83% click-through rate, and ATV campaign; 2,197,905 impressions, 34,427 clicks, 5,228 Facebook link clicks, and 1.57% click-through rate.
- Social insights - April 1-July 8, 2026- Facebook audience grew 29.5% and engagements increased 1.2%. Instagram impressions increased 182.4% and followers grew 16.6%. TikTok: reached audience grew 555.19%; video views increased 329.23%
- Visitor Center Updates: Exterior lighted sign: design complete, waiting on quote from SignArc. SignArc vinyl (all window & door graphics, wall illustration, hanging banners): installation scheduled the week of August 10. Wall wraps: July 30 as a tentative date for the design proof, need to remove one wall from the structure. Chairs for table: possibly using simple white chairs from IKEA. Brochure rack will be delivered by early August. Adirondack chairs will be delivered by early August. The digital kiosk landing page will send for review the week of July 13.

Pineapple PR 2026 Report, Presented by Cat Grygiel:

- In April, there were 849M impressions with an editorial value of \$23.5M and a quality score of 69%. Several pitches were made and additional writing included Travel Weekly, AFAR, Travel Pulse, Modern South, Only In Your State, MSN, Garden & Gun, Okra Magazine and Brush Creek Holl'r Media Day.
- In May, there were 87.5M impressions with an editorial value of \$2.4M and a quality score of 66%. Pitches were made for Dirt Days & the Off-Road Frontier, Drive-In Nights + Dark Skies, Blueberry Hotline, Beat the Heat: A Mercer County Coolcation and Summer Broadcast Push: Destination Dupe.
- In June, there were 1.2M impressions with an editorial value of \$32.1M and a quality score of 64%. Several pitches were made and additional writing included Travel Bulletin: Best Coolcations, Travel Pulse: Destination Dupes, Media Do's & Don'ts: Partner Media Guidelines (shared June 12) and Influencer Contract Template.
- YTD: 4B Impressions, Editorial Value of \$110.4M and a quality score of 68%. Pineapple PR has drafted and conducted outreach for multiple pitches so far this year. There have been three media visits so far, Shuan Butcher and Blane Bachelor in April and Leah Seeling in June.

Meeting was adjourned at 2:40 pm

Next meeting: September 14, 2026

Susan Williams

Susan Williams, Secretary