



GREENE COUNTY TOURISM
Tourism Council Meeting Minutes

Wednesday, August 11, 2021, 9:00 a.m.,
Maybelle's Market, 8609 Dyke Road, Dyke, VA

Call to Order: A meeting of the Greene County Tourism Council was called to order at Maybelle's Market, Dyke, Virginia on August 11, 2021. The meeting convened at 9:05 a.m., with Council Chair, Mrs. Deanna Gephart calling meeting to order.

Attendance: Those present were Deanna Gephart, Tina Deane, Chuck Swinney, Alan Yost, Bill Henry, Roy Dye, David Fowley, Michele Wallace (non-voting) and Diana Gamma (non-voting). Mr. Whitt Ledford was a late arrival. Five members of the general public attended with one unknown member commenting.

Approval of Minutes: A motion was made by Mr. Roy Dye to approve minutes and Mr. Chuck Swinney second for the June 9, 2021 meeting.

Treasurer's Report: The Council reviewed monthly financial reports.

Old Business:

- 1) Scenic Byways – Current status, VDOT has all necessary paperwork. Scheduled to present to Commonwealth Transportation Board (C.T.B.) next month.
- 2) Vineyard / Winery Trail – VDOT has engineers currently looking at signage placement. Simmons Gap Wine Trail is current top running name.
- 3) Competitive Grant Workshop – There has been no forward movement at this time. No updates.

New Business:

- 1) Tourism Lodging R-1 Short Term – Board of Supervisors (BOS) approved a resolution to have the Planning Commission recommend changes to Transit Lodging in R-1. Mr. Alan Yost created a memo to send to Planning Commission and BOS and asked for

recommendations from council. Several questions were discussed. Mr. Bill Henry suggested forming a committee to look in depth at a potential separate response from the Tourism Council. Planning Commission is scheduled to meet next week to review recommendations. Mr. Roy Dye suggested Tourism Council respond to Planning Commission recommendations after next week's meeting.

- 2) Virginia Clay Festival sponsorship \$3,000 – Mr. Alan Yost asked Tourism Council to approve an additional \$1000 sponsorship from Tourism budget to cover potential increased expenses.
- 3) STAR: Streetscape request – Mr. Roy Dye shared with council current status of project and shortfall in necessary funds due to increase in material cost. There are COVID relief funds available as well as funds from VDOT from a discontinued Charlottesville project. Mr. Alan Yost asked if project could potentially be delayed until material and labor cost come down. Bid submitted has to be awarded in 60 days or is voided and VDOT wants project completed since it has been delayed twice. STAR requested \$20k to assist in covering overall project shortfall of \$500k. Mr. Alan Yost suggested if the council wanted to make the request for the BOS to allocate the funds there is carry over funds available. Mr. Bill Henry made motion to make request to BOS to allocate funds and Mr. Whitt Ledford second. All approved. Mr. Roy Dye abstained from vote.
- 4) Visitor Center Walkway / Front Porch Access – Project to replace walkway with pavers, remove current handicap wooden ramp and seed/grass front lawn was shared with council. Mr. Alan Yost asked for support to get bids to present to B.O.S. for entire project estimating cost of \$15k-\$20k. Mr. Whitt Ledford made motion to support project request to B.O.S and Mr. Chuck Swinney second. All approved.
- 5) Virginia Black Bear Festival - Acquiring an event planner for festival to take place in Spring 2023 was proposed by Mr. Alan Yost. Event would focus on community and partnering with Shenandoah National Park. Motion was made to look at event planners for festival. All in favor.
- 6) Vote on new member – Mrs. Tika Rayson, Director of Sales with Holiday Inn Express Ruckersville was nominated as a new member to Tourism Council. Motion was made to accept Mrs. Tika Rayson as new council member. All in favor. None opposed.

Adjournment: The meeting adjourned at 10:42 a.m.