



**GREENE COUNTY TOURISM**  
**Tourism Council Meeting Minutes**

Wednesday, October 13, 2021, 9:08 a.m.,  
Qute Scraps, 14371 Spotswood Trail, Ruckersville, VA

**Call to Order:** A meeting of the Greene County Tourism Council was called to order at Qute Scraps, Ruckersville, Virginia on October 13, 2021. The meeting convened at 9:05 a.m., with Council Chair, Mrs. Deanna Gephart calling meeting to order.

**Attendance:** Those present were Bill Henry, Deanna Gephart, Roy Dye, Whitt Ledford, Alan Yost. David Fowley joined the meeting by telephone. Diana Gamma (non-voting). Guest included Mrs. Danielle Oakes, owner of Qute Scraps. Public Attendees; Gwen Baker and Doug Roberts.

**Approval of Minutes:** A motion was made by Mr. Bill Henry to approve minutes with the addition of names of public attendees and acknowledge any comment(s) made. Mr. Whitt Ledford second for the August 11, 2021 meeting.

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

**Old Business:**

- 1) Scenic Byways – Item was bumped from VDOT agenda in August. Currently on agenda for October to present to Commonwealth Transportation Board (C.T.B.) Mr. Whitt Ledford made motion to work with Mr. Alan Yost and Mr. Roy Dye to create formal presentation to send to VDOT discussing importance of project.
- 2) Tourism Lodging R-1 Short Term – Board of Supervisors voted against R-1 Short Term lodging at last meeting. The four existing short-term lodgings approved prior will be grandfathered in allowing their operation to continue.
- 3) Virginia Clay Festival – Approximately 3500 attended; 19% from Greene County, 20% from within the region. With event goal to attract tourist, the 60% attending from outside the region makes it a great success. Additional marketing funds previously asked for and approved by Tourism Council was not needed.

- 4) STAR: Streetscape – Asked to be on next B.O.S. agenda, this has not happened.
- 5) Visitor Center Walkway / Front Porch Access – Four quotes are needed prior to awarding the job. Currently have one. Will work on acquiring other three required.
- 6) Virginia Black Bear Festival – This event is being considered to take place Spring 2023. It will be a community focused event which will attract outside visitors as well. Conversations have started to reach out to an event planner.
- 7) Entry Run project – With assistance from the PATC, Trout Unlimited, P.E.C. and Greene County Tourism the culvert pipe has been replaced with a bridge, allowing trout to flow through and provides safe and easy access for hikers. Parking has increased to 8 spaces. Ribbon cutting will take place after interpretative signage is installed.
- 8) SNP overlook – Mr. Bill Henry gave an update on progress of overlook maintenance within SNP. Greene County overlooks (4) have all been cleared with the funds given to the SNP Trust by Greene County Tourism and a matching private donation. Future conversations are being planned to work with other 7 surrounding counties.

**New Business:**

- 1) (Added to agenda) SNP Trust – Executive Director of SNP Trust Ms. Jessica Cocciolone spoke to Council concerning its mission and initiatives. Currently working with several other groups one major initiative of maintenance of overlooks.

**Adjournment:** The meeting adjourned at 10:30 a.m.