



Patrick County Tourism Advisory Council

Called meeting of May 17, 2023

Present: Bessie Weber, Chair; Kurt Bozenmayer, Co-Chair; Jeanie Clark, Secretary; Mary Dellenback Hill; Chris Prutting; Wayne Kirkpatrick; Brian Alley

Also Present: James Houchins, Tourism Director; Grace Cooper, Assistant Tourism Director; Rebecca Adcock, Chamber of Commerce; Charlie Bowman; Sarah Wray; Kim Rakes, Media Representative

Absent: Denise Stirewalt, Board of Supervisors

The Patrick County Tourism Advisory Council meeting was held on May 17, 2023 in the Community Room at P & H Community College.

MINUTES

The minutes of the previous meeting and the meeting agenda were sent via email and presented. On motion by Kurt Bozenmayer, seconded by Wayne Kirkpatrick and carried, the Council approved the May 17th agenda and the April 20th minutes.

Voting Yes: Bessie Weber; Jeanie Clark; Kurt Bozenmayer; Brian Alley; Chris Prutting; Mary Dellenback Hill; Wayne Kirkpatrick

Voting No: None

Abstaining: None

Absent: None

PUBLIC COMMENT

Charlie Bowman spoke, representing the Kibler Valley River Run, and requested \$4,000 for marketing expenses. This will be the 40th year of the River Run at Kibler Valley. The event will take place Saturday July 15th. People attend from surrounding areas including Northern Virginia, North Carolina and other locations. The insurance is covered through the Ruritan Club. Law enforcement are present the whole day, and a health inspection is conducted.

Sarah Wray, representing Front Porch Fest 14, spoke requesting \$20,000 this year for the four-day music festival. The event is held at Spirithaven Farm on Labor Day weekend, which brings acts into the county celebrating our community. They do make donations back into the local community. They are focusing their target market efforts on Virginia, North Carolina and other

areas. They have already seen a 93% increase in ticket sales from 2022. Only 1 VIP ticket remains, and there are no campsites remaining. Sarah reported that over \$35,000 has been given back to the community. They would like to hire a professional photographer/videographer - which would be one of their biggest expenses - as well as include some educational activities. They will be used as a regional marketing tool, working to pull resources and partner with Tourism to create incentives with other businesses.

FINANCE/TOURISM REPORT

Kurt and James met with Lori in an effort to make the reporting simpler and easier. Their goal is to follow the numbers more accurately and easily. The balance as of May is \$358,462.30. The sub-committee will begin working on the line items. The Transient Occupancy Tax that is generated is separated as 40% going to the County and 60% going to the tourism department. Expenses included in the 40% is for salaries, insurance, rent, etc. James will be sending the list of expenditures and documents via email. James pointed out that the bulk of the expenses are in the marketing portion for the County, being advertisements in publications and various magazines and other marketing expenses. If a deficiency were to occur, some of these expenses could be cut. The fuel expense was larger than expected because of high fuel costs and traveling to set up at surrounding events to promote Patrick County. Kurt stated that the sponsorship requests for tonight will show up in the 2024 budget as they will actually take place in the fall and not within this fiscal year. There is concern about the \$200,000-\$300,000 that is in the general fund instead of in an interest-bearing account. Kurt pointed out there were additional funds on the TOT numbers labeled "cy additional revenue" in the amounts of \$110,599.58 and \$46,064.65 and was curious about from where these funds were derived. The notion of an audit was discussed and will be further investigated.

MARKETING REPORT

Grace has been very busy as she and James did a display at the Pilot Mountain Expo, where approximately 454 people came by the booth. They were also set up at MerleFest, where 499 people visited the booth. Grace stated the flowers are growing at Angle Overlook and at the LOVE sign. She is drafting blogs and is beginning to make pictures with dogs included in the photographs. The tourism department also set up for this month's First Friday event, and they will continue to have a presence at these events this summer. Wayne has been promoting the Beach Music Festival.

CHAMBER REPORT

Rebecca Adcock had to leave to attend another meeting.

MEDIA REPORT

Kim Rakes gave a report on the media production for the county. She presented a handout detailing the places she has attended and the number of social hits for the postings. She continues to post upcoming events on social media. She stated that she will put more focus on reels as they seem to have a greater impact than pictures. She is pushing video marketing on Facebook and Instagram. She stated that the top reel was the Mayberry Trading Post with 42,000 views, and the

2nd place reel was the Patrick County Summer Poor Farmers Market 39th Anniversary with 17,600 views. Kim hopes to update the Visitor Center Reels soon. She will be attending events that are coming up as the summer months are a busy time for her. She is working on the cover for the magazine which will be music themed. She would like to feature parkway events, Main Street and Meadows of Dan in June. Kim asked if anyone would like for her to attend certain events to please let her know. Mary inquired about Kim using a drone to help with videoing. Chris mentioned the Reynolds Homestead has a few drones that Kim could practice on if she is uncertain how to use a drone. Chris will speak with James about the possibility of purchasing a drone for videoing purposes.

EXECUTIVE SESSION

On motion by Chris Prutting, seconded by Kurt Bozenmayer, the Council voted to go into Executive Session.

On motion by Kurt Bozenmayer, seconded by Wayne Kirkpatrick, the Council voted to come out of Executive Session.

On motion by Kurt Bozenmayer, seconded by Wayne Kirkpatrick, the Council voted to approve \$4,000 for marketing expenses for the Kibler Valley River Run.

Voting Yes: Bessie Weber; Jeanie Clark; Brian Alley; Mary Dellenback Hill; Wayne Kirkpatrick; Kurt Bozenmayer; Chris Prutting

Voting No: None

Abstaining: None

Absent: None

On motion by Kurt Bozenmayer, seconded by Wayne Kirkpatrick, the Council voted to approve \$20,000 for marketing and production expenses for the Front Porch Fest.

Voting Yes: Bessie Weber; Jeanie Clark; Brian Alley; Wayne Kirkpatrick; Kurt Bozenmayer; Mary Dellenback Hill

Voting No: None

Abstaining: Chris Prutting

Absent: None

ADJOURNMENT

The Council agreed to adjourn until June 15, 2023 at 6:00 pm at the P&H Community room.

On motion by Jeanie Clark, seconded Chris Prutting, the Tourism Advisory Council voted to adjourn.

Voting Yes: Bessie Weber; Chris Prutting; Jeanie Clark; Kurt Bozenmayer; Brian Alley; Mary Dellenback Hill; Wayne Kirkpatrick

Voting No: None

Abstaining: None
Absent: None