MINUTES

VISIT VIRGINIA'S BLUE RIDGE

BOARD OF DIRECTORS MEETING

June 25th, 2026 – 8:30am

A meeting of the Visit VBR Board of Directors was held on Thursday, June 25th 2026, at 8:30am at Springhill Suites by Marriot Roanoke on Reserve Avenue.

In Attendance:	Mark Lucas, Chair	Richard Caywood, Vice Chair
	Doug Blount, Treasurer	Kim Blair, Secretary
	Lee Wilhelm, Past Chair	Whit Ellerman
	Chris Dorsey	John Shaner
	David Robertson	Sam Lionberger
	Eric Sichau	Stephen Lemon
	Gary Larrowe	Sunny Shah
	Jennifer Eddy	Allison Oakey
	Jim McAden	Ken Lanford
	Mike Stewart	Mike Maxey
	Randy Clements	Annette Lewis
	Ryan Bell	John Carlin
	Alexander Boone	Susan Short
	Mike Stewart	William Farrell
Not In Attendance:	Steve Sandy	Valmarie Turner
	Lucas Thornton	Peter Lewis
	Sherman Lea	
Other Attendees:	Brady Lawrence, City of Roanoke Economic Development	
Staff:	Landon Howard, President	Debora Wright, Senior Vice President Chief Strategist
	Cheryl Morales, Director of Community Relations	Danielle Hart, Operations Director/Assistant to the President
	Paige Thompson, Meeting Sales Director	Kathryn Lucas, Director of Public Relations
	Demp Bradford, VP of Sports & Sales	

Chair Lucas called the meeting to order at 8:32am.

Treasurer's Report:

Treasurer Blount presented the financial report for May 2026, noting that the organization was in a strong position to end the year. Mike Stewart made a motion to accept the financial report. Sunny Shah seconded the motion. All agreed and the May financial report passed unanimously.

Review of Minutes:

Secretary Blair presented minutes from the 04/02/26 Board of Directors meeting. Lee Wilhelm made a motion to approve the minutes; Sunny Shah seconded the motion. All agreed and the motion passed unanimously.

Chair's Report:

> **FY26-27 Nominating Committee Report:** Chair Lucas presented the Nominating Committee report that was included in the Board packet materials. Lucas noted that no new members were added this year, including the 1-year appointments made by the City of Roanoke. Board size was reducing by one due to Whit Ellerman's term expiring. Lucas also noted that Doug Blount would no longer be serving on the Executive Committee or as Treasurer, and Susan Short would take on the role of Board Treasurer for the FY26/27 year. Lucas asked if Board members had any comments or concerns, and hearing none, asked for a motion to approve. Lee Wilhelm made a motion to approve, John Shaner seconded, and the motion passed unanimously. Lucas concluded with stating that Eric Sichau, Roanoke Regional Chamber's representative on the Board, also needed a reappointment vote. Kim Blair made a motion to approve, with Lee Wilhelm providing the second. This motion also passed unanimously.

President's Report:

President Howard moved into the FY26-27 Budget presentation, referencing the budget numbers included in the packet and PowerPoint slides. Howard emphasized that with a relatively flat budget this year, the main focus of budget spending will be to continue sustaining current programs in all departments, with the main priority continuing to be marketing programs. Sports and Meeting sales continue to provide for servicing and incentive programs. As approved in a previous Executive Committee meeting, EIDL loan funds from the EIDL reserve CD will be used to help support the costs of the website rebuild, a new CPU/server system, and a necessary office phone upgrade. Overall, the goal is to keep funds in programming while adjusting to increased costs across the board.

President Howard and Debora Wright, Chief Strategist Vice President, also went over the proposed FY26-27 Program of Work and KPIs proposed for each department, noting highlights such as the continued development of the Mountain Way branding, the Visit VBR website redevelopment, and the Outdoor Writers Association of America Conference (OWAA). Proposed KPIs for the year are included in the PowerPoint slides and Wright went over notable changes such as the goals for Sports and Meeting sales remain flat due to funding and inflation limitations while goals for Public Relations have shifted due to the effort needed for OWAA. Marketing goals have increased slightly as website and social media traffic continues to trend positively. Community Relations will continue their focus on Partnership

Services while Visitor Services is shifting to an operational focus, cutting back on event staffing and concentrating on servicing visitors in the Visitor's Center.

President Howard asked for comments or questions from Board members. Hearing none, Chair Lucas asked for a motion to approve. Kim Blair made the motion, with Doug Blount providing a second. All members voted unanimously to approve the FY26-27 Budget and Program of Work.

Old Business:

FY24-25 Financial Audit: Chair Lucas noted that the previously approved FY24-25 Audit was included in the packet information. This was not included in the April Board packet information due to the joint meeting with Roanoke Regional Partnership but had been approved during the February 2026 Executive Committee meeting. Steve Lemon asked for clarification on the auditor's note regarding co-mingling of duties. Treasurer Blount noted that this sort of note is very normal for audits of small organizations due to staffing limitations – without excess funds to hire more positions in administration to separate out some of these duties, and that Visit VBR does have internal controls in place to reduce any sort of 'risk' posed by this. Blount also noted that having an external accounting firm track and prepare finances and having the Executive Committee and Board review and approve these reports helps further reduce potential concerns.

2026 Spring Campaign Update: President Howard and Debora Wright shared a brief recap of the 2026 Spring Marketing campaign and noted that they would have attribution numbers of visitors that came in because of this campaign soon.

New Business:

Chair Lucas introduced Whit Ellerman to share a bit more about the upcoming 2026 USA Cycling event taking place in august.

Adjournment:

With no other business to be conducted, Chair Lucas thanked everyone for attending today's meeting. John Shaner made a motion for the meeting to adjourn, and Susan Short seconded the motion. The meeting was adjourned at 9:31am.

Kimberly P. Blair

Kimberly P. Blair (Sep 18, 2026 12:43:20 EDT)

09/18/26

062526 VVBR Board Meeting Minutes

Final Audit Report 2026-09-18

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