

MINUTES
VISIT VIRGINIA'S BLUE RIDGE
BOARD OF DIRECTORS MEETING
September 18,2024 – 8:00am

A meeting of the Visit VBR Board of Directors was held on Thursday, September 18, 2024 at 8:55am at the Hotel Roanoke & Conference Center. Those in attendance were:

In Attendance:	Lee Wilhelm, Chair	Stephen Lemon (audio)
	Richard Caywood, Vice Chair	Peter Lewis
	Mark Lucas, Vice Chair	Sam Lionberger
	Doug Blount, Treasurer	Ryan Bell
	Kimberly Blair, Secretary	Jim McAden
	Dr. Lydia Patton	Kirtesh Patel
	Malcolm Quigley	Lynne Pearo Boone
	John Carlin	Sunny Shah
	Christopher Dorsey	John Shaner
	Whit Ellerman	Susan Short
	Lisa Garst	Jennifer Eddy
	Gary Larowe	Lutheria Smith
	Ken Lanford	Eric Sichau
	Annette Lewis	Christopher Whitlow

Not in Attendance:	Bart Wilner, Past Chair	Ann Blair Miller
	William Farrell	David Robertson
	John Williamson	Allison Oakey
	Mike Maxey	Jim McAden
	Ken Randolph	

Staff:

- Landon Howard, President
- Debora Wright, Vice President of Sales & Marketing
- Heidi Bowling, Director of Operations/Assistant to the President
- Kathryn Lucas, Director of Public Relations
- Cheryl Morales, Director of Community Relations
- John Oney, Director of Sales

Strategic Plan Leader: Bill Geist, DMOProz

Chair Wilhelm called the meeting to order at 8:55 am.

Treasurer's Report:

Treasurer Blount presented the financial report for July 2024. Blount reported that all 1st quarter payments from the governments have been received as well as the ARPA funds that were an accounts receivable for FY23-24. For July, Income is at 41% and Expenses at 9%. Convention Presolds has a balance of commitments at \$162,921.00 resulting in a shortfall of (\$110,488.83). Sports Presold has a balance of \$591,436.00 with a shortfall of (\$23,526.11). Sunny Shah offered a motion to accept the financial report for July 2024 and John Shaner seconded the motion. All agreed and the motion passed unanimously.

Review of Minutes:

Secretary Kim Blair presented minutes from the 6/27/24 Board of Directors meeting. Chris Dorsey made a motion to approve the minutes. John Shaner seconded the motion. All agreed and the motion passed unanimously.

Executive Committee Report:

Secretary Kim Blair reported the Lee Wilhelm has decided to pass the torch as Chair and requested the Mark Lucas be voted in as the new Chair. The Executive Committee presented to the Board of Directors the following slate for consideration:

- Mark Lucas, Chair
- Sunny Shaw, Vice Chair
- Lee Wilhelm, Past Chair
- Bart Wilner, Executive Committee and 3-year term representing the City of Roanoke

Malcolm Quigley objected stating that there was not a reasonable process for consideration of new board leadership. He stated that there needs to be a way for all board members to have input with deciding future leadership and there should have been a call to the board. This is a very undemocratic process.

John Shaner made a motion to approve the slate provided by the Executive Committee. John Carlin seconded the motion. The board approved the slate with Malcolm Quigley voting no.

Board Strategic Plan:

At 9:01am, the new Chair Mark Lucas introduced Bill Geist, DMOproz, to begin the process of developing the 2025-2029 Strategic Plan. He covered the following steps:

- (1) Introductions and Outline of the Day
- (2) The evolution of DMO Board Governance in a rapidly changing community development environment.
- (3) Review of gathered intelligence (online and in-person)
- (4) Identification of Key Opportunities for Board pursuit.

After a break for lunch at approximately 12:30pm, the board reconvened to cover the following area:

- (5) Prioritization of Goals and development of suggested tactics
- (6) Development of Vision and Mission
- (7) Wrap-up and Next Steps

Adjournment:

With no other business to be conducted, Chair Lucas thanked Bill Geist for his leadership during the session and thanked everyone else for their time and participation. Chris Dorsey made a motion to adjourn. Sunny Shah seconded the motion. All agreed and the meeting adjourned at 2:30pm.

Respectfully submitted,



Kim Blair
Board Secretary