

MINUTES
VISIT VIRGINIA'S BLUE RIDGE
BOARD OF DIRECTORS MEETING
March 27, 2025 – 8:00am

A meeting of the Visit VBR Board of Directors was held on Thursday, March 27, 2025 at 8:00am at the Holiday Inn Tanglewood. Those in attendance were:

In Attendance:

Mark Lucas, Chair	Stephen Lemon
Richard Caywood, Vice Chair	Sam Lionberger
Doug Blount, Treasurer	Kimberly Blair, Secretary
Jim McAden	Lee Wilhelm, Past Chair
Gary Larrowe	Malcolm Quigley
Lynne Pearo Boone	John Carlin
Ken Randolph	Christopher Dorsey
John Shaner	Susan Short
Ken Lanford	Valmarie H Turner
Peter Lewis	Ryan Bell
Ken Lanford	Randy Clements (Virtual)
Annette Lewis (Virtual)	Jennifer Eddy (Virtual)
Mike Maxey (Virtual)	David Robertson (Virtual)
Christopher Whitlow (Virtual)	Bart Wilner (Virtual)

Not in Attendance:

William Farrell	Sunny Shah
John Williamson	Lisa Garst
Ann Blair Miller	Kirtesh Patel
Whit Ellerman	Eric Sichau
Allison Oakey (Virtual)	

Staff:

Landon Howard, President
Debora Wright, Senior Vice President
John Oney, VP of Sales & Sports
David Aldridge, VP of Marketing (Virtual)

Guests:

Marc Nelson, City of Roanoke
Jeff Sturgeon, Roanoke Rambler

Chair Mark Lucas called the meeting to order at 8:03am.

Treasurer's Report:

Treasurer Blount presented the financial report for February 2025. For February 2025 Income was at 83% and Expenses at 50%. Convention Presolds has a balance of commitments at \$130,302.00 resulting in a shortfall of (\$77,331.57). Sports Presold has a balance of \$616,500.00 with a shortfall of (\$41,910.09). Blount asked if there were any questions. None were asked by board members. Ken Randolph made a motion to accept the financial report. Richard Caywood seconded the motion. All agreed and the February financial report passed unanimously.

Review of Minutes:

Secretary Kim Blair presented minutes from the 1/16/25 Board of Directors meeting. Malcolm Quigley shared concerns that the minutes do not follow proper governance with enough details that would properly communicate to a board member not in attendance what actually happened. Mark Lucas stated that this is something that can be discussed in greater details by the Governance Taskforce. Secretary Blair stated that the officers will discuss this in more details as it relates to future minutes. Lucas continued that minutes are created according to Roberts Rules (Referencing Robert's Rules (Section 48:1-16) state that "the minutes should contain mainly a record of what was done at the meeting, not what was said by the members." John Shaner made a motion to approve the minutes. Lee Wilhelm seconded the motion. All agreed and the motion passed.

2025 – 2029 Board Strategic Plan:

Chair Mark Lucas offered a sincere thank you to all the board members who attended the September Board of Directors retreat and for their input to the plan over the last several months. Lucas asked if there were any other changes needed or if there were any additional comments. Vice Chair Richard Caywood stated that it was a good process that needed not to be rushed so that it looks at the long-term needs of the organization and region. Lucas stated that various taskforces will be created and that if there is any further input to process to reach out to the board officers. Lucas requested approval of the plan. Richard Caywood made a motion to approve the plan. Stephen Lemon made a second to the motion. All agreed and the motion passed unanimously.

Destination Alignment RRP & VVBR Program:

Debora Wright, Senior Vice President, presented the Destination Alignment Program, which is a partnership between the Roanoke Regional Partnership (RRP) and Visit Virginia's Blue Ridge (VVBR). A stakeholder meeting including both organization's chairs, Richard Caywood, Gary Larowe, and staff leadership from both organizations reviewed Requests for Qualifications (RFQs) from four international/national organizations and selected Resonance, based in New York City and London, to conduct the project starting in April. LeadPoint Digital will be the local support vendor to work with Resonance on the project.

Stephen Lemon asked if it made a difference that the RRP and VVBR do not have identical region's that the organizations represent. President Howard stated that the impact of the process will have a positive impact on the core jurisdictions that both organizations represent and will also positively impact others who are not in the core. For example, it would have been good to have New River Valley jurisdictions represented in the process, but it was not something that was possible. The process will still have an positive impact on the larger macro-economy, beyond the core jurisdictions.

2025 Marketing Campaign

David Aldridge, VP of Marketing, presented the 2025 Spring/Summer Marketing Campaign that will begin in April and run through the month of June. The principal targets are feeder markets within Virginia and North Carolina with emphasis on Washington DC/Northern Virginia and Richmond. Aldridge also shared a digital campaign in partnership with the Roanoke-Blacksburg Regional Airport/AccessU that is targeting Sarasota, FL in support of the new Allegiant route.

USA Cycling Championship Update

John Oney, VP Sales & Sports, presented the details of USA Cycling Mountain Biking Championships which will be conducted in VBR during July 2025 and 2026. The Local Organizing Committee (LOC) is being led by board member, Whit Ellerman. The locations of the events will be held at Carvins Cove, Elmwood Park, and Explore Park. Up to \$2,000 athletes are expected to compete. They will be supported by family members, fans, spectators, and, hopefully, huge number of locals. The LOC is in need of volunteers.

Adjournment:

With no other business to be conducted, Chair Lucas thanked everyone for attending today's meeting and encouraged everyone to stay over for the Partnership Summit, immediately following the board meeting. Lee Wilhelm made a motion to adjourn. Doug Blount seconded the motion. All agreed and the meeting adjourned at 9:15am.

Respectfully submitted,



[Kimberly Blair \(Jun 19, 2025 14:40 EDT\)](#)

Kim Blair
Board Secretary

3-27-25 Board of Directors Minutes

Final Audit Report

2025-06-19

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-  Signer kpblair@carilionclinic.org entered name at signing as Kimberly Blair
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Minutes – Requested Edit by Malcolm Quigley
Visit Virginia's Blue Ridge
Board of Directors Meeting
March 27, 2025 – 8:00am

Requested Edit to Meeting Minutes

At the June 26, 2025 Board Meeting during the Secretary's Report, Malcom Quigley requested that the Board Minutes from March's meeting be edited to reflect his comments regarding the Board Strategic Plan. Malcolm had requested a work plan for this at March's meeting and wanted this noted in the minutes. With the addition of this edit, March's Board Meeting Minutes were reviewed and passed.

 P. Blair (Jul 7, 2025 21:32 EDT)

Kimberly P. Blair

07/07/2025