



MINUTES
VISIT VIRGINIA'S BLUE RIDGE
BOARD OF DIRECTORS MEETING
January 16, 2025 – 8:00am

A meeting of the Visit VBR Board of Directors was held on Thursday, January 16, 2025 at 8:00am at the Salem Civic Center. Those in attendance were:

| | | |
|-------------------------------|---|--|
| In Attendance: | Mark Lucas, Chair Richard Caywood, Vice Chair Susan Short (Virtual) Doug Blount, Treasurer Jim McAden Bart Wilner (Virtual) Mike Maxey John Carlin Allison Oakey John Shaner (Virtual) Susan Short (Virtual) Eric Sichau (Virtual) | Stephen Lemon Ann Blair Miller Sam Lionberger Kimberly Blair, Secretary Lee Wilhelm, Past Chair David Robertson Lynne Pearo Boone Sunny Shah Christopher Dorsey Jennifer Eddy Ken Lanford Christopher Whitlow (Virtual) |
| Not in Attendance: | Peter Lewis Ryan Bell William Farrell John Williamson Ken Randolph Gary Larrowe Kirtesh Patel | Malcolm Quigley Dr. Lydia Patton Lynne Pearo Boone Lutheria Smith Annette Lewis Lisa Garst Whit Ellerman |
| Staff: | Landon Howard, President Debora Wright, Senior Vice President Kathryn Lucas, Director of Public Relations Cheryl Morales, Director of Community Relations John Oney, VP of Sales & Sports David Aldridge, VP of Marketing (Virtual) | |
| Strategic Plan Leader: | Bill Geist, DMOProz | |

Chair Mark Lucas called the meeting to order at 8:02am.

Treasurer's Report:

Since the December financials were not completed by the account firm, Treasurer Blount presented the financial report for November 2024, which was already approved the Executive Committee at the December meeting. For November 2024 Income was at 66% and Expenses at 34%. Convention Presolds has a balance of commitments at \$135,751.00 resulting in a shortfall of (\$82,974.71). Sports Presold has a balance of \$719,246.00 with a shortfall of (\$147,328.92). Blount asked if there were any questions. None were asked by board members.

The FY23-24 Audit was presented to the Executive Committee during their December meeting, which was reviewed and approved at the meeting. Blount stated that it was a clean audit with a good management letter and no recommendations. The audit was included in the board packet. Blount asked if there were any questions or comments. None were asked by the board members.

Review of Minutes:

Secretary Kim Blair presented minutes from the 9/18/25 Board of Directors meeting. Sunny Shah made a motion to approve the minutes. Lee Wilhelm seconded the motion. All agreed and the motion passed unanimously.

Board Strategic Plan:

At 8:15am, the Chair Lucas introduced Bill Geist, DMOproz, to review the draft of the 2025-2029 Strategic Plan.

Adjournment:

With no other business to be conducted, Chair Lucas thanked Bill Geist for his leadership during the session and thanked everyone for their input on the draft board strategic Plan. Sunny Shah made a motion to adjourn. Lee Wilhelm seconded the motion. All agreed and the meeting adjourned at 9:15am.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'Kim Blair', with a long horizontal line extending to the right.

Kim Blair
Board Secretary