

**Washington Tourism Development Authority
Board of Directors Meeting
Wednesday, November 19th, 2025,
Washington-Warren Airport Conference Room.
*Minutes***

ATTENDEES

Adam Goodson

Jeanne Harris

Andrew Kuhn

John Jesso

Blache Gibbs Tillis* (Secretary)

Paula McCullough*

Charlotte Stubbs

Shont'e Mason* (Treasurer)

Darrell Kanipe

Stacy Jesso* (Chair)

Erin Ruyle

Susan Strickland*

Franz Holscher

Wanda Geisen* (Vice Chair)

Fred Watkins

* WTDA Board Members

Absent: *Anthony Tyre*

CALL TO ORDER:

WTDA Chair Stacy Jesso called the meeting to order at 12:01 pm.

Shont'e motioned to adopt the revised agenda; Susan seconded the motion, and the agenda was adopted.

Shont'e motioned to approve the October meeting minutes; Paula seconded, and the minutes were approved.

GUEST PRESENTATION:

Martin Starnes & Associates Audit Presentation:

Tommy Harkely called in to the meeting virtually to go over the Martin Starnes & Associates WTDA audit report.

WHDA Grant Presentation:

John Jesso presented the WHDA Grant Request to the WTDA Board. The grant request would cover the cost of developing a website for the WHDA and the Harbor District Market. The total website redevelopment is \$5,200, and the amount requested was \$5,000.

Shont'e moved to discuss the grant application, and Wanda seconded the motion. The WTDA unanimously approved the \$5,000 grant request.

Kanipe Creative Presentation:

Darrell Kanipe, owner of Kanipe Creative, reviewed the marketing analytics for WTDA. He also presented past and current marketing campaigns, as well as the contract the WTDA has with Kanipe Creative.

REPORTS:

Financial Report:

Jeanne Harris, the Assistant Finance Director for the City of Washington, went over the Financial Report. Since the WTDA had some new board members, she went into detail about the kinds of statements and reports that will be submitted to the WTDA board for review during the monthly meetings.

OLD BUSINESS:

Election of Officers:

Stacy Jesso nominated Shont'e Mason for the WTDA Treasurer position. Susan motioned, and Paula seconded. All voted in favor of Shont'e as the WTDA Treasurer.

Volunteer Coverage for Upcoming Events:

Stacy went over the importance of having volunteer coverage at events to help staff with outreach.

INFORMAL DISCUSSION & PUBLIC COMMENT

Recently appointed WTDA board member Susan Strickland introduced herself to the WTDA board & staff. The Washington City Council appointed Susan in October to fill the vacancy left by Bobby Clark's resignation.

ADJOURN

Shont'e motioned to adjourn the meeting; Susan seconded, and the meeting was adjourned.

The next board meeting is scheduled for noon on December 17th, 2025, at the Washington Civic Center Conference Room.

Respectfully submitted,

Andrew Kuhn

Marketing & Outreach Coordinator

Washington Tourism Development Authority