



**TOURISM COUNCIL MEETING**  
Shenandoah County Government Center  
**Board Room**  
600 North Main Street  
Woodstock, VA 22664  
Tuesday, February 17, 2026  
12:00 pm

- I. Call to Order and Establishment of Quorum
- II. Approval of Minutes
  - December 16, 2025
  - January 20, 2026
- III. Financial Report
  - January 2025 Financial Report
- IV. Old Business
  - Marketing Update
  - Public Relations Update
  - Outdoor Recreation Guide
  - National Tourism Week
  - 250<sup>th</sup> Efforts
  - Bo Birdie Premiere
- V. New Business
  - Marketing Leverage Grant
  - Tourism Socials
- VI. Staff Comments
- VII. Council Comments

**Shenandoah County  
Tourism Council Meeting Minutes**

Tuesday, January 20, 2026

Shenandoah County Government Center Board Room

Woodstock VA 22664

12:00 p.m.

**Members:** Brian McKee, Dan Harshman, Katie Mercer, Savannah Frazier (virtual) \*no quorum

**Guests:** Janel Laravie, Sharon Baroncelli, Don Hindman, Brad Pollock

**Staff:** Brittany Clem-Hott, Kary Haun

**Press:** none

**Call to Order:** Meeting began at 12:05

**Approval of Minutes:** Approval of the December minutes was deferred since there was no quorum

**Financial Report:** Ms. Clem-Hott presented the December 2025 Financial Report

- Only standard reoccurring expenses for December

**Old Business:**

Marketing:

- FuseIdeas ads – running lighter this time of year but still running
- Virginia Living- current ad = Cave Ridge Snow Globe ad we showed last month

**From Fuse:**

- See Fuse Marketing Report in the agenda packet

**Public Relations:**

(See additional information in the agenda packet)

- See 2025 vs 2024 report on page 2
- More media contacts, a few less press trips although some press trips included multiple media this year.
- 3 more stories than last year
- Far more people reached this year than last at over 1.2 million!
- 3 more Influencer Visits than last year (plus hosted rva hiker girl twice)

**Outdoor Recreation Guide**

Continuing interviews with experts:

- Megan Dellinger – Seven Bends State Park – Kayaking/Hiking/Trails/Rentals/Safety/etc.
- Jeremiah Bishop – Potential Campaign/Resource building
- Kevin Watson – Ideas & Experience  
Feedback from traveling mountain biking/cycling enthusiasts
- Kyle Lawrence (SVBC) – Collecting biking safety tips
- Rhonda at Murray's Fly Shop
- River Adventures – Laura Bennett, Friends of the North Fork
- Outdoor Enthusiast Lodging Options – Campgrounds and unique Short Term Rentals

- Disc Golf – Lynn at Swover; Jered at Parks
- Town Parks, Amenities/Wellness – Jered Hoover
- US Forest Service – Mary Yonce
- OHV Trails – Accepting recommendations on who to contact?
- Less listings and more insider tips with links to the website and other resources

#### **National Tourism Week -**

- Had been planning an event but our team met and decided to go a different direction
- More social media focused to reach a broader audience outside of just industry partners
- Possibly include information in the Parks and Recreation Fall Guide along with the concierge map

#### **250th Efforts**

- Website is live
- Events Rack Card – to be printed
- New History Podcast by Hank Zimmerman
- Social Media Videos with Zach Hottle
- DNR/NVD/Winchester Star Advertisement NSV DMO collaboration
- Awarded VTC grant for 250 efforts

#### **Bo Birdie**

- Working on landing page for our website to include links for businesses featured on the BoBirdie video

#### **New Business:**

- **Arts Grant available** Virginia Commission for the Arts Applications due on February 20
- VTC Global Trends

##### **Looking to 2026**

A shift back to growth in international visitation takes center stage in 2026 with the World Cup potentially driving as much as one-third of the projected 3.7% boost states Oxford Economics. Read more here. While no games take place in Virginia, the state is perfectly placed to take advantage of travel between major game destinations like New Jersey and Miami.

##### **Current trend spells possible boon for Virginia as European tourists embrace smaller US destinations**

European tourism to the US is experiencing a notable shift, with travelers increasingly choosing lesser-known and more affordable destinations such as Tennessee, Montana, and Idaho over traditional hotspots like New York. This change is influenced by a desire for authentic Americana experiences and improved flight connections to smaller cities. While overall travel from Western Europe to the US has declined, these alternative destinations are seeing significant growth, with places like Tennessee reporting a 24% rise in European visitors. Read the full article from Reuter's.

- RFP will go out for new Tourism Website in the near future

## Industry Updates

- **Nandini Patel** (Lodging) not present
- **Randy Phillips** (Agriculture/Vineyard) not present
- **Lynn St. Claire** (Agriculture/Craft Beverage) not present
- **Meredith Norris** (Restaurant/Retail) not present
- **Barbara Adamson** (Attractions) not present
- **Megan Dellinger** (Outdoor Recreation) not present
- **Eunice Terndrup** (Planning Commission) not present
- **Brian McKee** (Town of Strasburg) vintage cancelled, Spring event at box office, Front Porch Fridays now called “Front Porch Live” for more flexibility.
- **Greg Beam** (Town of Mount Jackson) not present
- **Katie Mercer** (Town of Woodstock) Events meeting tomorrow to solidify the dates, scratch “Woofstock” one kids event instead of two, not as many Woodstock ROCs. Budget request for placar AI to see visitor data.
- **Dan Harshman** (Town of Edinburg) December was not as good as last year with about a 20% drop in both visitation and sales. Starting to see more travelers. LOVE sign is being fabricated, hopefully up in the spring.
- **Savannah Frazier** (Town of New Market) present via Teams
- **Joe Proctor/Ashley Proctor/Kathy Kelly** (Shenandoah Caverns) not present
- **Sharon Baroncelli** (Shenandoah County Chamber) Sip and Savor event April 18 Tea, Coffee, Chocolate etc. The new Tea business building in Edinburg will not be ready until May. Yard Crawl planning is already underway.
- **Don Hindman** (Rails to Trails) Confident we will find a way to make the trail happen. Continued work on a plausible plan.
- **Kelli Weaver** (VTC) not present
- **Kirk Gibson** (Shrine Mont) not present
- **Brittany Clem-Hott** (Shenandoah County Tourism)
- **Janel Larravie/Amber** (Wolf Gap Vineyard) Venues problem- challenge is a place to stay (hotel) Winter has been busier than expected, Attributed to an increase at Bryce. Measuring success on a number of days with zero customers. Only one this season. Looking forward to live music again. Indoor space is at capacity every Saturday. Valentines day one seating event. Non Refundable pay up front almost sold out. Galentine's Friday 13th event. New Owners of North Mountain bringing Ravenswood Faire event to the North Mountain grounds.
- **Brad Pollock** (guest) The Knob: 53 acres to make a tremendous tourism destination- working with Battlefield Foundation for funding. Met someone from the Center for Strategic and Int'l Studies on the road picking up trash. How to clean up the county for tourism and/or Real Estate businesses, maybe an event in Spring?

The next meeting will be at the County Government Center. It will be held at **12:00pm** on February 17, 2026. With no further business, the Tourism Council adjourned at 130 pm.

Respectfully Submitted,  
Kary Haun  
Marketing Assistant  
Brittany Clem-Hott

EXPENDITURE SUMMARY

7/01/2025 : 12/31/2025

FUND #-100 \*\* GENERAL FUND \*\*

MAJOR ACCT#	DESCRIPTION	BUDGET AMOUNT	APPR. AMOUNT	CURRENT AMOUNT	Y-T-D AMOUNT	ENCUMBRANCE AMOUNT	UNENCUMBERED BALANCE	% REMAIN.
81500	**ECONOMIC DEVELOPMENT**							
1100	Salaries (Regular)	251,850.00	251,850.00	.00	123,757.54	.00	128,092.46	50.86
1300	Salaries & Wages (Part-Time)	23,752.00	23,752.00	.00	9,681.22	.00	14,070.78	59.24
1801	ONE-TIME PAYMENT	.00	12,708.22	.00	3,503.70	.00	9,204.52	72.42
2100	FICA	21,073.00	21,777.15	.00	9,562.97	.00	12,214.18	56.08
2210	VRS	28,888.00	29,943.76	.00	16,568.66	.00	13,375.10	44.66
2215	Hybrid STD/LTD premium	350.00	350.00	.00	297.40	.00	52.60	15.02
2310	Hospitalization Insurance	39,657.00	39,657.00	.00	28,020.00	.00	11,637.00	29.34
2400	Group Life Insurance	1,360.00	1,409.70	.00	587.70	.00	822.00	58.31
2500	VRS Health Insurance Credit	152.00	157.52	.00	75.06	.00	82.46	52.34
2600	Unemployment Insurance	278.00	288.12	.00	2.83	.00	285.29	99.01
2700	Worker's Comp Ins	3,635.00	3,635.00	.00	2,489.31	.00	1,145.69	31.51
3160	Professional Services	146,600.00	146,600.00	.00	82,000.00	30,000.00	34,600.00	23.60
3180	Contractual Services	53,620.00	53,620.00	.00	24,222.06	.00	29,397.94	54.82
3310	Repairs and Maintenance	750.00	750.00	.00	54.08	.00	695.92	92.78
3320	Maintenance & Service Contract	1,710.00	1,710.00	.00	68.38	.00	1,641.62	96.00
3500	Printing and Binding	43,100.00	43,100.00	.00	4,012.33	.00	39,087.67	90.69
3600	Advertising	274,820.00	276,620.00	.00	153,529.05	50,000.02	73,090.93	26.42
5210	Postal Services	6,000.00	6,000.00	.00	1,703.10	.00	4,296.90	71.61
5230	Telecommunications	1,600.00	1,600.00	.00	782.22	.00	817.78	51.11
5305	Vehicle Insurance	1,059.00	1,059.00	.00	546.25	.00	512.75	48.41
5510	Travel(Mileage)	750.00	750.00	.00	861.25	.00	111.25-	14.83-
5530	Travel (Food and Lodging)	9,375.00	9,375.00	.00	2,042.73	.00	7,332.27	78.21
5540	Travel(Convention & Education	15,100.00	15,100.00	.00	3,446.70	.00	11,653.30	77.17
5663	Support of the Local Arts	4,500.00	4,500.00	.00	4,500.00	.00	.00	.00
5810	Dues & Membeship	3,420.00	3,420.00	.00	1,817.50	.00	1,602.50	46.85
5875	Support of Existing Industry	100,000.00	102,000.00	.00	1,356.74	.00	100,643.26	98.66
5876	Support of New Industry	7,000.00	7,000.00	.00	1,968.38	.00	5,031.62	71.88
5878	Support of Tourism Attractions	12,450.00	12,450.00	.00	9,997.48	.00	2,452.52	19.69
6001	Office Supplies	1,770.00	1,770.00	.00	1,713.13	.00	56.87	3.21
6008	Vehicle Supplies - Fuel	2,500.00	2,500.00	.00	372.10	.00	2,127.90	85.11
6009	Vehicle Repairs and Maintenance	800.00	800.00	.00	130.00	.00	670.00	83.75
7004	Shenandoah Valley Partnership	44,186.00	44,186.00	.00	44,566.00	.00	380.00-	.86-
8202	Furniture and Fixtures	1,000.00	1,000.00	.00	.00	.00	1,000.00	100.00
8207	EDP Equipment	1,000.00	1,000.00	.00	.00	.00	1,000.00	100.00
5875	Support Existing Ind.- Grant Match	10,000.00	10,000.00	.00	47,486.50	.00	37,486.50-	374.86-
	--SUB TOTAL--	10,000.00	10,000.00	.00	47,486.50	.00	37,486.50-	374.86-
3160	Professional Services - ARPA - VTC	.00	.00	.00	.00	10,000.00	10,000.00-	100.00-
	--SUB TOTAL--	.00	.00	.00	.00	10,000.00	10,000.00-	100.00-
3160	Professional Svcs-Brownfields Grant	.00	.00	.00	67,125.54	82,874.46	150,000.00-	100.00-
	--SUB TOTAL--	.00	.00	.00	67,125.54	82,874.46	150,000.00-	100.00-
	**ECONOMIC DEVELOPMENT**	1,114,105.00	1,132,438.47	.00	648,847.91	172,874.48	310,716.08	27.43

# Google Analytics (January 2026)

<b>Active users</b> <b>21K</b> <small>↑ 477.5%</small>	<b>New users</b> <b>21K</b> <small>↑ 480.7%</small>	<b>Average engagement time per activ...</b> <b>13s</b> <small>↓ 83.8%</small>	<b>Event count</b> <b>161K</b> <small>↑ 162.3%</small>
--	---	---	--

Top pages/screens 🟢

PAGE TITLE AND SCORE...	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Shenandoah County	17K	15K	85K	0.7%
Things to do in Shenand...	948	790	5.8K	1.2%
404	1K	1K	6.3K	5.7%
Attractions	423	149	2K	1.9%
Places to Stay in Shenan...	623	523	3.5K	1.5%
BRYCE RESORT - Visit S...	154	129	1K	2.1%
Events - Visit Shenandoa...	382	175	2K	1.5%

Active users by City 🟢

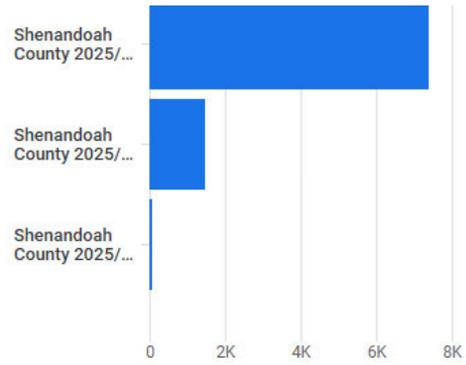
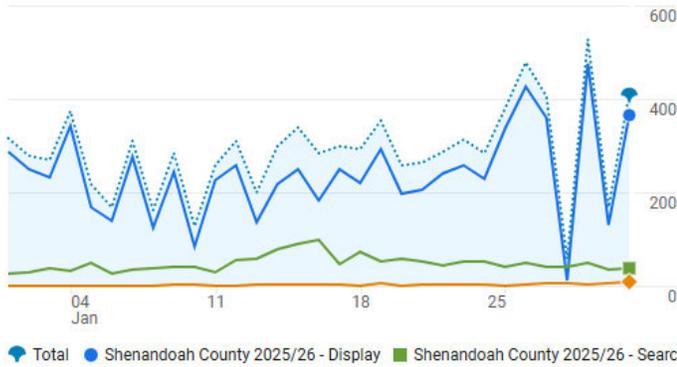
CITY	ACTIVE USERS
Lanzhou	1.7K
New York	941
Ashburn	566
Baltimore	463
Philadelphia	381
Columbus	339
Virginia Beach	247

Active users by Audience name 🟢

AUDIENCE NAME	ACTIVE USERS
All Users	21K
3 minute + time on si...	1.2K
3+ pages/session	1.1K

Plot rows		Search...	Rows per page: 10	Go to: 1
<input type="checkbox"/>	Event name +	↓ Event count	Total users	Event count per active user
<input checked="" type="checkbox"/>	Total	<b>160,587</b> 100% of total	<b>20,874</b> 100% of total	<b>7.73</b> Avg 0%
<input checked="" type="checkbox"/>	1 scroll	28,706 (17.88%)	5,499 (26.34%)	5.24
<input checked="" type="checkbox"/>	2 page_view	28,365 (17.66%)	20,825 (99.77%)	1.37
<input checked="" type="checkbox"/>	3 book_your_stay_button	28,240 (17.59%)	20,697 (99.15%)	1.37
<input checked="" type="checkbox"/>	4 session_start	21,803 (13.58%)	20,793 (99.61%)	1.05
<input checked="" type="checkbox"/>	5 first_visit	20,521 (12.78%)	20,565 (98.52%)	1.00
<input type="checkbox"/>	6 widget_load	12,956 (8.07%)	11,888 (56.95%)	1.09
<input type="checkbox"/>	7 user_engagement	6,626 (4.13%)	4,513 (21.62%)	1.48

<input type="checkbox"/>	First user prim...Channel Group +	↓ Total users	New users	Returning users	Average engagement time per active user
<input checked="" type="checkbox"/>	Total	<b>20,874</b> 100% of total	<b>20,521</b> 100% of total	<b>621</b> 100% of total	<b>13s</b> Avg 0%
<input checked="" type="checkbox"/>	1 Display	8,531 (40.87%)	8,555 (41.69%)	138 (22.22%)	3s
<input checked="" type="checkbox"/>	2 Paid Social	5,647 (27.05%)	5,617 (27.37%)	34 (5.48%)	2s
<input checked="" type="checkbox"/>	3 Direct	2,533 (12.13%)	2,460 (11.99%)	55 (8.86%)	13s
<input checked="" type="checkbox"/>	4 Organic Search	2,490 (11.93%)	2,408 (11.73%)	298 (47.99%)	55s
<input checked="" type="checkbox"/>	5 Referral	453 (2.17%)	442 (2.15%)	44 (7.09%)	1m 11s
<input type="checkbox"/>	6 Paid Video	423 (2.03%)	423 (2.06%)	23 (3.7%)	20s
<input type="checkbox"/>	7 Paid Search	279 (1.34%)	274 (1.34%)	26 (4.19%)	1m 25s
<input type="checkbox"/>	8 Organic Social	101 (0.48%)	101 (0.49%)	1 (0.16%)	3s
<input type="checkbox"/>	9 Paid Other	91 (0.44%)	91 (0.44%)	1 (0.16%)	1s
<input type="checkbox"/>	10 Unassigned	67 (0.32%)	66 (0.32%)	0 (0%)	20s



Plot rows Search... Rows per page: 10 1-3 of 3

Session Google Ads campaign		Active users	Sessions	Engaged sessions	Key events
		All events			
<input checked="" type="checkbox"/>	Total	8,916 100% of total	9,245 100% of total	9,194 100% of total	9,964.00 100% of total
<input checked="" type="checkbox"/>	1 Shenandoah County 2025/26 - Display	7,379 (82.76%)	7,615 (82.37%)	7,582 (82.47%)	7,980.00 (80.09%)
<input checked="" type="checkbox"/>	2 Shenandoah County 2025/26 - Search	1,466 (16.44%)	1,529 (16.54%)	1,520 (16.53%)	1,905.00 (19.12%)
<input checked="" type="checkbox"/>	3 Shenandoah County 2025/26 - YouTube	73 (0.82%)	73 (0.79%)	73 (0.79%)	79.00 (0.79%)

			464	617	57
			100% of total	100% of total	100% of total
1	Referral	visitshenandoahcounty.com / referral	286 (61.64%)	317 (51.38%)	310 (53.54%)
2	Referral	shenandoahcountyva.gov / referral	30 (6.47%)	38 (6.16%)	35 (6.04%)
3	Referral	bryceresort.com / referral	19 (4.09%)	23 (3.73%)	21 (3.63%)
4	Referral	virginia.org / referral	19 (4.09%)	22 (3.57%)	20 (3.45%)
5	Referral	dcr.virginia.gov / referral	9 (1.94%)	12 (1.94%)	11 (1.9%)
6	Referral	visitshenandoah.org / referral	9 (1.94%)	12 (1.94%)	11 (1.9%)
7	Referral	shenandoahvalley.org / referral	6 (1.29%)	7 (1.13%)	7 (1.21%)
8	Referral	chatgpt.com / referral	5 (1.08%)	6 (0.97%)	5 (0.86%)
9	Referral	shenandoahcountyva.simpleviewcms.com / referral	5 (1.08%)	42 (6.81%)	37 (6.39%)
10	Referral	thewaysideinn1797.com / referral	5 (1.08%)	5 (0.81%)	5 (0.86%)



**Public Relations Efforts on Behalf of  
Shenandoah County  
January 2026**

**MEDIA CONTACTS**

██████████  
Influencer/Blogger in Virginia

She reached out about a collaboration with you but never responded to any of our emails requesting more information. (Mallory)

***The Local Palate***

██████████ Freelance Contributor

She's coming to Winchester to work on a story for the magazine, and VTC is paying for her airfare. She's an old friend, so she let me know she'd be near-ish me and I offered to come visit while she's in the area. I also suggested that she add an extra day and night so she can visit Shenandoah County – as long as Justin and Juliana are okay with that idea – and things are in the works. We'll keep you posted. Meanwhile, she needed a list of potential Culinary Towns for their 2026 cover story and we suggested Woodstock. (Mindy)

██████████  
Freelancer in Roanoke, Virginia

If you can believe it, she was my intern at my first job ... 35 years ago at a newspaper in North Carolina! We reconnected and shared some story ideas, as she's branching out into travel writing and is focused on sites within an easy drive of Roanoke. We reviewed a lot of ideas for the county and she intended to visit a few sites incognito on a recent visit. (Mindy)

██████████  
Freelancer in Washington

She reached out via social media after we posted about A250 and asked for information from all our clients. We shared a list of everything our client destinations are doing for the year. (Mallory)

***USA Today 10Best***

██████████ Editorial Team

She reached out about visiting the area in early January, but ended up going in a different direction. (Mindy and Rachel)

██████████  
Freelancer in Boston

Introduced our agency and clients to her, and she expressed interest in you. We're planning to add her to your media list. (Rachel)

## Washingtonian

Writer

We connected with Briana about a visit to Shenandoah County and are working through the logistics. (Mallory and Rachel)

**TOTAL DEDICATED MEDIA CONTACTS: 7**

**TOTAL ALL-CLIENT CONTACTS: 48**

**TOTAL MEDIA CONTACTS THIS MONTH: 55**

**TOTAL MEDIA CONTACTS THIS YEAR TO DATE: 55**

### PRESS RELEASES

**2026 Newsletter (January 15):** Skipped our holiday newsletter in favor of a new-year's version, since the media checked out in mid-November and didn't seem at all responsive at the end of the year. It got an 82% open rate, and that's a win ... so we think the "wait for it" strategy worked! (Mindy)

**PRESS RELEASES SENT THIS MONTH: 1**

**PRESS RELEASES SENT THIS YEAR TO DATE: 1**

### PRESS TRIPS

There were no press trips this month.

**PRESS TRIPS THIS MONTH: 0**

**PRESS TRIPS THIS YEAR TO DATE: 0**

### PR COUNSEL

**New Resort:** We offered a timeline for when you might want to reach out to different types of media as the groundbreaking and other plans are announced. It's too soon to get regional and national media excited, but for sure the local media will want to be on top of this story. (Mindy)

**Tavia Carlson:** She reached out on the MBPR website about a collaboration. We looked into her, her blog and her social media content. We combed through her media kit and past results to see how to best handle her outreach, then provided our recommendations to you. She never ended up responding to our request for further information, so that made the decision for us. (Mallory)

### SPECIAL PROJECTS

**Blog:** Crafted your monthly blog and went through a few revisions/rewrites before ultimately turning things over to Brittany to craft her vision. (Mallory)

**New Journalist Outreach:** Continued adding to a list of new-to-us journalists who might be a good fit for clients so we can connect with them and begin relationships. (Full Team)

**Social Media:** Engaged with journalists and posted destination content on Instagram this month. (Mallory)

**Story Searches:** Kept an eye out for stories we think we've placed or articles from pitches we've submitted on your behalf. (Mallory)

## **MEDIA COVERAGE**

There were no stories this month.

**STORIES PLACED THIS MONTH: 0**

**STORIES PLACED THIS YEAR TO DATE: 0**

**TOTAL REACH OF CLIPS THIS MONTH: N/A**

**TOTAL REACH OF CLIPS THIS YEAR TO DATE: N/A**