

IN THE COUNTY COMMISSION OF WOOD COUNTY, WEST VIRGINIA

IN RE: MINUTES OF MEETING HELD
THURSDAY, MARCH 16, 1995

PRESENT: JEAN GRAPES, PRESIDENT
STEVEN A. GRIMM, COMMISSIONER
HOLMES R. SHAVER, COMMISSIONER

On this date, the County Commission met in regular session. They signed purchase orders, invoices and other correspondence.

On this date, the County Commission, upon a motion made by Steven A. Grimm, seconded by Holmes R. Shaver and made unanimous by Jean Grapes, approved minutes from Monday, February 27, 1995, Tuesday, February 28, 1995 and Thursday, March 2, 1995.

On this date, the County Commission approved Personal Property Improvers for Paul D. & Marcia F. Ostrowski - Vienna District; Maryland National Investor c/o Jane Law - City District and David W. Stephens - Williamstown District.

At 10:00 A.M., the County Commission met with Steven Nicely, Dave Ashley and Dwight Marty from the Parkersburg/Wood County Visitors and Convention Bureau. Mr. Ashley presented a copy of the Report of Activities for the first quarter of 1995. (A copy is attached to these minutes.) Mr. Nicely then presented a copy of the Direct Advertising Grant Proposal and explained said Proposal. (A copy is attached to these minutes.) Mr. Nicely asked the Commission for a contribution of \$4,492.00 to be used to match a like amount from the State Tourism Promotion Fund. Also presented was a 1995 Planning Calendar. Mr. Ashley stated that he would also like to commend Ed Bohren on the work that he is doing at Mountwood Park.

At 10:30 A.M., the County Commission met with C.A.R.E (Citizens

Against Road Encroachment) to discuss Corridor D. A copy of those attending said meeting is attached to these minutes. Keith Mayer was the spokesperson for the group and after making a few statements asked the County Commission where they stood on the Corridor D and Alternate C. President Grapes gave copies of a letter she sent to Senator Robert C. Byrd and Fred VanKirk, Department of Highway opposing the Alternate C route. There was much discussion of where the Alternate C would be going. Commissioner Grimm stated that he doesn't want to lose the ballfields but needs to get more information on the Alternate C route.

At 11:30 A.M., the County Commission met with Judi Ball from the Family Crisis Intervention Center to discuss an Emergency Shelter Grant. Ms. Ball informed the County Commission that they cannot submit an application if they are in a leased facility. Ms. Ball is requesting that the County grant them a deed to show ownership of the facility and property in order to be able to further improve the facility. The County Commission told Ms. Ball to do whatever she needed to do.

On this date, the County Commission of Wood County, upon a motion made by Holmes R. Shaver, seconded by Steven A. Grimm and passed, adopted a Resolution in reference to Budget Revision No. 20 in the General County Fund budget for the fiscal year 1994/1995. The Request for Revision to the Approved Budget, being submitted to the Department of Tax and Revenue, Charleston, West Virginia, was signed by Jean Grapes, President of the Wood County Commission. An Order was prepared regarding this matter.

Pursuant to the Order appearing in Order Book 56, at Pages 186-193, and bearing the date of February 28, 1995, the following corrections need to be reflected in the changes ORDERED to be made by the County Commission of Wood County in Property Assessments for the year 1995.

Page Two - Chaddock, Floyd M. & Carolyn
Lubeck District - Map 130, Parcel F8
No change in assessed valuation.

should read

Chaddock, Floyd M. & Carolyn
Lubeck District, Map 130, Parcel 20
No change in assessed valuation.

The following need to be additions to the Order.

Richards, Conrad W. & James
City District - Map 17, Parcel 145
Adjust total assessment from
\$6,780.00 to \$3,300.00.

Richards, Conrad W. & James
City District - Map 17, Parcel 150
Adjust total assessment from
\$7,320.00 to \$3,300.00.

An Order was prepared regarding this matter.

Having no further scheduled appointments or business to attend to, the County Commission adjourned at 12:00 Noon.

The County Commission later met in Special Session from 1:30 to 4:30 to work on the budget.

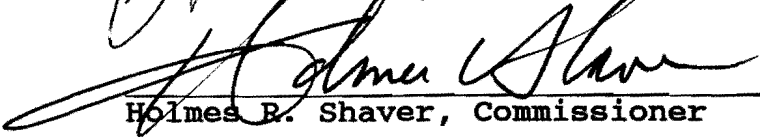
Approved:

THE COUNTY COMMISSION OF WOOD COUNTY



Jean Grapes, President


Steven A. Grimm, Commissioner


Holmes R. Shaver, Commissioner

PURCHASE ORDERS SIGNED ON MARCH 16, 1995

No.	19701	The Adirondack Building	\$	977.10
	19785	Broadwater's Motorcar		8.25
	19786	Pifer's Service Center		5.00
	19787	KMart		62.35
	19797	Guinn's Tractor Sales		35.00
	19801	Quorum		408.00
	19804	Sam's Club		571.48
	19805	The Engineering Supply		31.55
	19809	Murray Sheet Metal		5,352.00

TOURISM PROMOTION FUND

Direct Advertising Grant Proposal

The State of West Virginia has created a special Tourism Promotion Fund which will award direct advertising grants for regional advertising campaigns. The state will match any new revenue raised by a qualified organization for direct advertising expenses. It should be noted that they will not fund the creative cost of developing the campaign, the publication of any promotional or response piece or response fulfillment expenses. These expenses must be covered by the grant applicant from other sources of revenue or existing funds.

The Parkersburg/Wood County Visitors & Convention Bureau plans to raise just over \$30,000 in new revenue in a multi-county region for an advertising campaign promoting the Mid-Ohio Valley. The local match for the grant will be raised from various public and private sources within the area to be promoted.

As the attached chart shows, the Wood County area has fluctuating hotel occupancy and overall visitation. The average monthly occupancy for the years 1991-1994 shows four distinct seasons:

High Season	August	77.9%	
	June	76.4%	
	July	75.7%	
Shoulder Seasons	September	72.8%	
	October	72.2%	
	April	67.2%	
	May	66.4%	
	March	59.1%	
	Low Season	November	55.4%
		February	49.9%
January		42.6%	
December		41.9%	

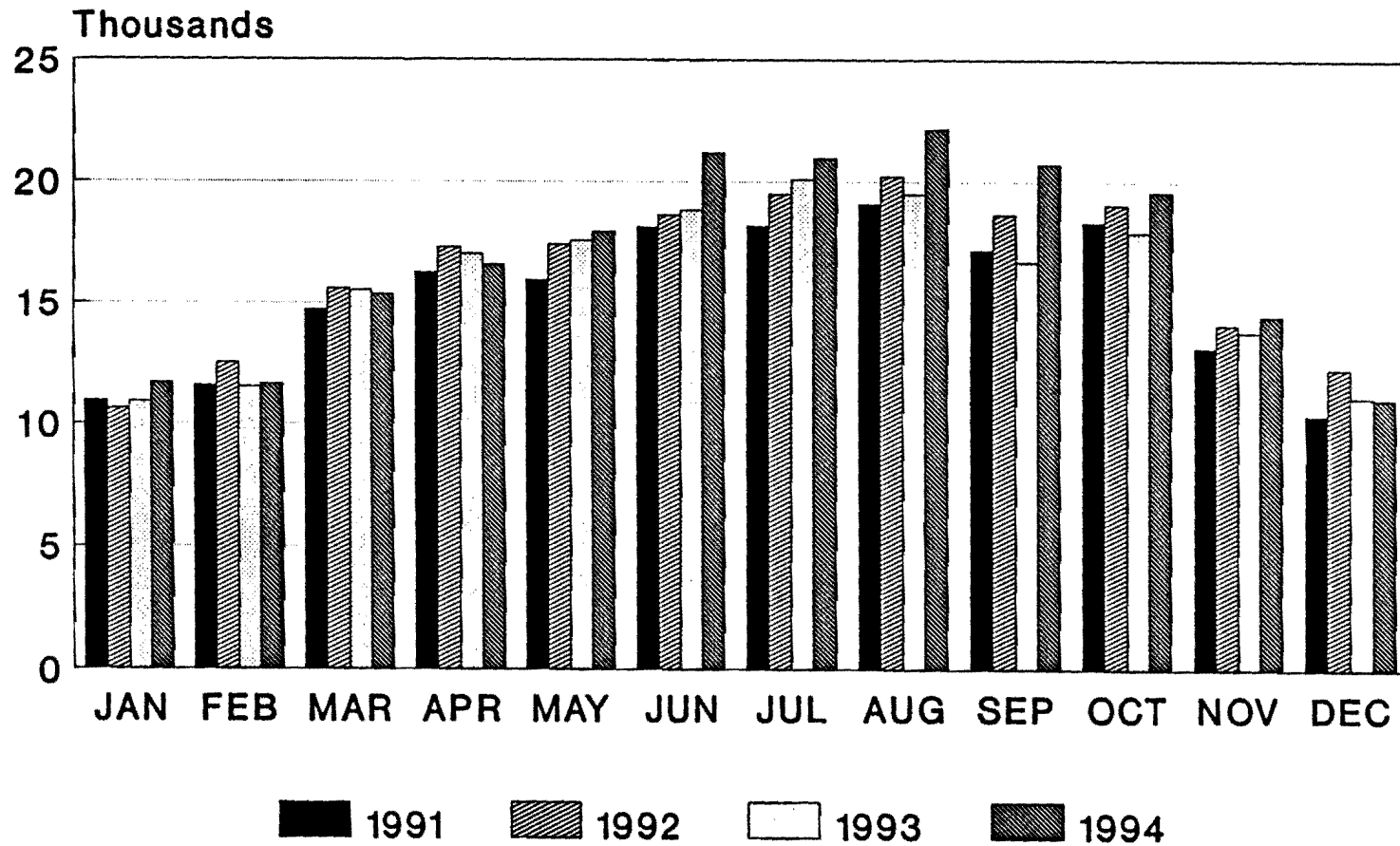
Historically, the Bureau's advertising efforts have been directed at the summer months since this is the time that most of the attractions, events, etc. are available for visitors. The Bureau's limited advertising budget simply did not allow any advertising in the months when there was less to attract the visitor, but the area's hotels and tourism businesses needed additional visitation.

With the new revenues the Bureau will raise plus the funds available through this grant, we plan to develop three different advertising campaigns targeted at the times of the year when our area has greatest potential of attracting additional visitors: Fall (September and October), Christmas Holidays (Late November, December and early January) and Spring (March, April and May).

Themes, specific activities and targeted market areas are yet to be determined.

Wood County Hotels/Motels

Total Room Nights Sold



TOURISM PROMOTION FUND

Direct Advertising Grant Budget

INCOME

	1994 <u>Revenue</u>	1995 <u>Revenue</u>	<u>Difference</u>
Wood County Governments			
City of Parkersburg	\$ 30,500	\$ 34,500	\$ 4,000
City of Vienna	0	1,200	1,200
City of Williamstown	9,151	9,500	349
Balance of Wood County	<u>136,108</u>	<u>140,600</u>	<u>4,492</u>
	\$175,759	\$185,800	\$ 10,041
Visitors & Convention Bureau			
Membership fees and contributions	\$ 31,149	39,900	\$ 8,751
Fund-raisers	12,125	15,400	3,275
Group tour revenue	<u>9,293</u>	<u>11,300</u>	<u>2,007</u>
	\$ 52,567	\$ 66,600	\$ 14,033
Other Counties			
Jackson	\$ 0	\$ 3,200	\$ 3,200
Pleasants	0	900	900
Ritchie	0	1,200	1,200
Tyler	0	1,100	1,100
Wirt	<u>0</u>	<u>600</u>	<u>600</u>
	\$ 0	\$ 7,000	\$ 7,000
Total Local Match			\$ 31,074
State Match			<u>31,074</u>
Total Revenue			\$ 62,148

- Note: 1. The match from the local counties is based on a per capita formula of approximately .12/person using 1990 census figures.
2. The contribution by the Bureau represents additional revenue raised above what was generated in 1994.

TOURISM PROMOTION FUND

Direct Advertising Grant Request

The Parkersburg/Wood County Visitors & Convention Bureau is requesting a contribution from the Wood County Commission of \$4,500 to be used to match a like amount from the State Tourism Promotion Fund as part of a regional advertising campaign. Due to the timing of this campaign, these funds may be paid during the 1994-95 or 1995-96 fiscal year.

The amount requested from each city and county in the region to be included in the campaign is based on a per capita formula of approximately 12 cents per person.

Since our request must first be submitted to the state for approval (scheduled for March 23) and planning for such an extensive campaign requires several months of preparation, we ask that you consider our request at your earliest convenience.

grant3

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Report of Activities for the First Quarter of 1995

The year 1995 has started off very quickly for the Bureau. We have already completed a number of marketing and promotional activities and made plans for several others scheduled during the next few months. One of the major accomplishments of the quarter was the completion of a comprehensive planning guide for the entire year (a copy is attached). The other major highlights of the quarter are listed below.

TOURISM DEVELOPMENT

1. Reprinted 7,500 comprehensive Visitors Guides with detailed listings of area attractions, hotels and motels, restaurants, special events, retail shops and other businesses. A full printing of 50,000 is expected near the end of the second quarter.
2. Participated in the consumer travel show in Detroit with a display and brochures promoting tourism to this area.
3. Participated with other CVBs and/or the State Tourism office in consumer travel shows in Cleveland, Charlotte, Cincinnati, Harrisburg and Pittsburgh with packets of brochures from area attractions and other tourism businesses. We will attend shows in Norfolk and Toronto during the second quarter.
4. Placed advertisements in the Spring brochure sections of the Pittsburgh Press and Post-Gazette, Columbus Dispatch, Cleveland Plain Dealer, Dayton Daily News, Toledo Blade and Akron Beacon Journal.
5. Placed a full-color display ad featuring this area in the statewide tourism guide, "West Virginia, It's You!" and reviewed editorial copy for the Mid-Ohio Valley region.
6. Placed a two-color ad in the Spring/Summer edition of the Mid-Ohio Valley Magazine.
7. Submitted information for articles on specific attractions or the area in general to several newspapers and magazines, including a special feature on West Virginia in the Pittsburgh Magazine.
8. Faxed to member hotels and other selected members each Monday a listing of attractions open and events scheduled that week.
9. Submitted a color photograph of the Little Kanawha Craft House which appeared in the 1995 Rand McNally Road Atlas and Vacation Guide.
10. Developed a proposal for a regional tourism advertising campaign to be financed through contributions from local governments and revenue raised by the Bureau and matched by a grant from the State Tourism Development Fund.

MOTORCOACH TOUR DEVELOPMENT

1. As a cooperative effort with other CVBs and the State Tourism office, participated in the Heartland Travel Showcase with materials to promote the area as a group tour destination.
2. Submitted information and photographs for an article on the area which appeared in the February issue of the Mid-Atlantic Group Tour Magazine.
3. Placed black and white display ads in the February issues of Mid-Atlantic Group Tour Magazine and the Senior Citizen's Voice.
4. Started the revision of the narrated one-hour tour of the Parkersburg area as another activity for tour groups.
5. Made tele-marketing sales calls on tour planners and motorcoach companies who have expressed interest in the area or appeared to be good prospects for group tours.
6. Made arrangements to attend the National Tour Association's Spring Exchange Marketplace in Reno to promote directly to tour operators.

MEETING & CONVENTION DEVELOPMENT

1. Assisted the planners of over 15 meetings, conventions and other group functions with information about the area including things to do, lodging data, area maps, promotional brochures, etc. Over 6,200 people were estimated to attend these functions.
2. Worked with several sporting groups and tournaments and provided area information, brochures, maps and other types of assistance.
3. Secured plastic bags for local meeting planners to use as a give-away for convention delegates.
4. Started compiling as list of major meetings and conferences holding their function in this area.
5. Continued involvement with the West Virginia Society of Association Executives in an effort to solicit more business from these organizations.
6. Started developing a fact sheet on area meeting facilities for distribution to meeting planners.

TOURISM INDUSTRY DEVELOPMENT

1. Continued working on the relocation of the I-77 Welcome Center to the Williamstown area.
2. Assisted with efforts to develop a major zoo facility in the Parkersburg area.
3. Continued the installation of seasonal, year-round street banners in downtown Parkersburg which were sponsored by various business and organizations.

4. Assisted with the planning and implementation of the annual Brown Bag Festival concert series at Bicentennial Plaza.
5. Worked with the West Virginia Hospitality & Travel Association on several legislative issues involving the tourism industry.
6. Served as a member of the committee to review consultants for a civic center feasibility study and to develop criteria for such a facility.
7. Participated in the West Virginia Hospitality & Travel Association's Legislative Reception in Charleston.
8. The Bureau's President served on two state-wide tourism groups, the Marketing Advisory Committee for the State Tourism office and the Scenic Byways Task Force.
9. Assisted the Chamber of Commerce and Area Roundtable with the efforts to secure approval of US Route 50, Corridor D, Line C.
10. The Bureau participated in the West Virginia White House Conference on Travel and Tourism.

MEMBERSHIP ACTIVITIES

1. With the assistance of member restaurants, finalized plans for the annual Celebrity Chefs Food Fair to raise money to fund various Bureau projects and activities.
2. Held the Bureau's Annual Dinner and Meeting with a speaker on the subject of riverboat gaming's impact on a community.
3. Completed the Bureau's annual membership campaign which resulted in 31 new members and \$5,532 in revenue. Additional members are expected to join in the early part of the second quarter. A listing of the new members is attached.
4. The Bureau's various membership committees were re-organized and started working on several projects relating to the committee's purposes.

A detailed statistical report providing actual numbers and a year to year comparison of various measurable results is attached as part of this report.

OFFICERS, DIRECTORS AND STAFF

OFFICERS

Chairman of the Board	Dwight Marty Red Roof Inn
Vice Chairman	Gayle Wright Camden-Clark Memorial Hospital
Secretary/Treasurer	Jerry Halverson WesBanco Parkersburg

DIRECTORS

Dave Ashley	Parkersburg Holiday Inn
Keith Bland	WTAP Television
Susan Bowman	Woodridge Plantation
Joe Britt	Comfort Suites
Melissa Brown	Blennerhassett State Park
Buddy Butler	Fenton Art Glass Company
Paul Callihan	Domino's Pizza
Randy Craig	City of Parkersburg
Jeff DePuy	City of Williamstown
Leslie Fasching	Fahlgren
Phil Gilchrist	WV Interstate Fair & Expo
Karen Hern	GE Plastics
Tom Martin	Grand Central Mall
Larry McIntyre	Western Sizzlin Steak House
Beth McNally	Little Kanawha Crafthouse
Steve Null	Village Dry Cleaners
Betsy Reville	Blennerhassett Hotel
Jerry Thorne	Parkersburg New & Sentinel

STAFF

President & CEO	Steven W. Nicely
Director of Group Sales	Colleen Stewart
Secretary/Bookkeeper	Bonnie Kelly
Secretary/Receptionist	Rita Starling
Receptionist	Barbara Wright
Group Tour Escort	Judy Hayhurst

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

MONTHLY REPORT

	FEB '95	YTD '95	FEB'94	YTD '94	% change MONTH	% change YTD
INDIVIDUAL INQUIRIES						
Written Responses	150	273	219	353	-32%	-23%
Verbal Responses	59	104	32	32	84%	225%
TOTAL	209	377	251	385	-17%	98%

GROUP TOURS

Inquiries Received by Bureau	38	49	32	55	19%	-11%
Inquiries Received from Members	1	1	4	8	-75%	-88%
TOTAL	39	50	36	63	8%	-21%
One Day Tours Sold by Bureau	10	28	14	31	-29%	-10%
Multi-Day Tours Sold by Bureau	12	25	15	16	-20%	56%
TOTAL	22	53	29	47	-24%	13%
One Day Tours Serviced by Bureau	0	0	0	0	ERR	ERR
Multi-Day Tours Serviced by Bureau	3	4	4	8	-25%	-50%
TOTAL	3	4	4	8	-25%	-50%

NOTE: Tours serviced by the Bureau are those tours sold by a member but referred to the Bureau for assistance or servicing.

GROUP MEETINGS & EVENTS

Requests for Services Received	6	9	4	7	50%	29%
Leads Sent	3	5	N/A	N/A	ERR	ERR
Total Outgoing Sales Calls	24	41	N/A	N/A	ERR	ERR

TOLL-FREE INFORMATION LINE

Number of Calls Processed	263	471	271	440	-3%	7%
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BULK BROCHURE DISTRIBUTION

Total Number Distributed	19,675	60,300	21,575	38,225	-9%	58%
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HOTEL OCCUPANCY TAX

Total Disbursements	\$17,659	\$34,645	\$15,638	33,935	13%	2%
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NOTE: Total disbursements is the total amount disbursed by the cities and county to all those who receive a portion of the tax collected in Wood county and not the total received by the Bureau.

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

1995 Membership Campaign Results

NEW MEMBERSHIPS SOLD:

	<u>Name of Member</u>	<u>Amount</u>	<u>Category</u>	<u>Seller</u>
1.	Mountain State Art & Craft Fair	\$ 136 PD	Special Event	S. Nicely
2.	Johnston, Leach, McDonough & Eddy	120 PD	Non-Retail/Professionial	S. Nicely
3.	Sears, Roebuck & Company	380 PD	Retail	J. Thorne
4.	McHappy's Bakery (7th St)	80 INV	Retail	L. McIntyre
5.	McHappy's Bakery (Rt. 95)	60 INV	Retail	L. McIntyre
6.	McHappy's Bakery (Murdoch Ave)	60 INV	Retail	L. McIntyre
7.	WADC/WHCM Radio	80 INV	Non-Retail/Professional	L. McIntyre
8.	Napoli's Pizza	250 INV	Restaurant	L. McIntyre
9.	Sid's Furniture Mart	120 INV	Retail	B. Reville
10.	Hobart Sales & Service	80 INV	Non-Retail/Professional	L. McIntyre
11.	Minibel Par 3 Golf Course	205 PD	Entertain/Recreation Facility	J. Thorne
12.	Ren Dor Lanes	205 PD	Entertain/Recreation Facility	J. Thorne
13.	Vienna Bicycle Shop	227 PD	Unique Shop	J. Thorne
14.	Ohio Valley Screen Printing	80 PD	Retail Business	J. Thorne
15.	AmeriHost Inn	316 INV	Hotel	B. Reville
16.	South Hills Golf Club	205 INV	Entertain/Recreation Facility	D. Ashley
17.	H & H Printing	80 INV	Non-Retail/Professional	C. Malcom
18.	Old Country Buffet	439 INV	Restaurant	B. Reville
19.	Cocal Cola Bottling Company	199 INV	Non-Retail/Professional	B. Reville
20.	Neff's Country Loft	136 INV	Unique Shop	R. Armour
21.	Burger King (Grand Central Ave)	149 INV	Restaurant	J. Thorne
22.	Rapp's Chevron	180 PD	Service Station	G. Moss
23.	Wood County New Car & Truck Dealers	120 PD	Non-Retail/Professional	G. Moss/J. Wigal
24.	Montgomery Wards	260 INV	Retail	J. Wigal
25.	Patti-Johns' Beau-Monde	80 PD	Retail	T. Westfall
26.	Larry's Cycle & Tractor Sales	80 INV	Retail	T. Westfall
27.	Chapman Printing	199 INV	Non-Retail/Professional	L. Fasching
28.	Woodcraft Supply	227 INV	Unique Shop	L. Fasching
29.	Belrock Country Diner	260 INV	Restaurant	R. Armour
30.	F.W. Newton Company	80 INV	Non-Retail/Professional	S. Nicely
31.	Char House II Restaurant	439 INV	Restaurant	S. Nicely

\$5532

3/16/95

Please Sign for

Fred L. Morningstar

Emogene Morningstar

Anna L. Ott

Belinda Law Rt 4 Box 421-A Parkersburg W.V.

Jana Cutlip Rt 4 Box 428 Parkersburg WV

Dave Harmon Rt 4 Box 418 Parkersburg W.V.

Shawn Greene Rt. 4 Box 418 Parkersburg w/v

Paula Betty 1901 Market St Parkersburg

Anthony J. Playts 42 ETON COURT, WASHINGTON, WV 26181

Keith Mayer 80 Osborne St, Washington, WV 26181

GERALD T. MCGREW Rt 2 Box 201-B WASHINGTON W.VA. 26181