

IN THE COUNTY COMMISSION OF WOOD COUNTY, WEST VIRGINIA

IN RE: MINUTES OF MEETING HELD
MONDAY, JULY 25, 2005

PRESENT: GARY D. DEEM, PRESIDENT
ROBERT K. TEBAY, COMMISSIONER
RICK MODESITT, COMMISSIONER

At 9:30 A.M., the County Commission of Wood County met in regular session. They signed invoices and other correspondence.

The County Commission, upon a motion duly made, seconded and passed, approved Erroneous Assessment Applications for personal property for Doris E. Wilson – Lubeck District; Marmac Corp (Airplane) – Williams District (2005); Michael R. & Lisa Small – Parkersburg City (2003 & 2004); Rhodes Mowing & Landscaping – Parkersburg City District (2004 & 2005); Timothy A. Rea – Williamstown District (2004) and Matthew S. Ramsey – Slate District (2004).

The County Commission, upon a motion duly made, seconded and passed, approved Erroneous Assessment Applications for real property for Lucille Sams – Harris District (2003 & 2004); Cyril Wolfe – Harris District (2004 & 2005); Charles W. Duncan, Jr. – Vienna District (2005) and Theodore L. Lewis – Vienna District (2005).

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and made unanimous by Gary D. Deem appointed Greg Smith to the Wood County Civil Service Commission for Deputy Sheriffs. Said appointment is pursuant to an Order appearing in Order Book 51, at Page 433 and bearing the date of April 1, 1991, dealing with the procedure policy for appointments to Boards and Authorities. Mr. Smith's term will expire June 30, 2009. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Robert K. Tebay, seconded by Rick Modesitt and passed, did hereby ORDER that two (2) cases of the book entitled A River To Cross be DONATED to the Fort Boreman Historical Park Commission for members to sell, with the proceeds of the sale of the aforementioned books to assist in the purchase of a cannon for the Fort Boreman Park. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay, and passed, did hereby AUTHORIZE Gary D. Deem, in his official capacity as President and on behalf of the County Commission, to EXECUTE the Federal Annual Certification Report. The aforementioned Report reflects the amount of the Federal Forfeiture Fund Account at the beginning of the County's fiscal year beginning July 1, 2005, and is being submitted to the U.S. Department of Justice, Washington, D.C. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Gary D. Deem and made unanimous by Robert K. Tebay, did hereby AUTHORIZE the EXECUTION of a RESOLUTION that hereby CHANGES the name of the WOOD COUNTY OFFICE OF EMERGENCY SERVICES to the WOOD COUNTY OFFICE OF EMERGENCY MANAGEMENT. An order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and made unanimous by Gary D. Deem, did hereby EXECUTE a RESOLUTION that hereby AUTHORIZES Gary D. Deem, in his official capacity as President and on behalf of the County Commission, to receive and administer Grant funds pursuant to provisions of the Juvenile Justice and Delinquency Prevention Program Grant. As a result of the aforementioned RESOLUTION, Gary D. Deem, in his official capacity as President and on

behalf of the County Commission, did hereby EXECUTE a GRANT CONTRACT AGREEMENT between the DIVISION OF CRIMINAL JUSTICE SERVICES and the WOOD COUNTY COMMISSION in regard to the Juvenile Justice and Delinquency Prevention Program Grant Number 05-JJV-020. The aforementioned AGREEMENT shall commence on July 1, 2005 and continue to June 30, 2006. The amount of funds approved is in the amount of thirty-nine thousand six hundred fifty dollars and 00/100ths cents (\$39,650.00) and is to provide funding for the P.E.A.C.E. (Program with Emphasis on Anger Control) Program, the Q.U.I.T. (Quality Intervention and Treatment) Program, and the Y.I.E.L.D. (Youth In Effective Legal Diversion) Program in cooperation with the Office of the Wood County Juvenile Probation Office. In addition to the EXECUTION of the Grant Agreement Contract, Gary D. Deem, in his official capacity as President and on behalf of the County Commission, also EXECUTED the Equal Employment Opportunity Plan Certification; the Certification Prohibiting Supplantation of Federal Funds; Certifications Regarding Lobbying, Debarment, Suspension and Other Responsibility Matters, and Drug-Free Workplace Requirements; and the Assurance/Certification of Compliance with Regulations. Documentation pertaining to the Juvenile Justice and Delinquency Prevention Program Grant is on file in the Office of the County Administrator. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and passed, did hereby AUTHORIZE Gary D. Deem, in his official capacity as President and on behalf of the County Commission, to EXECUTE the Request for Reimbursement in regard to the STEP Program for the Wood/Jackson Regional Highway Safety Program Grant Number F02-J8-09. Expenditures in the amount of four thousand four hundred sixty-seven dollars and eighty-seven cents (\$4,467.87) were incurred by

Wood County during the month of June, 2005, which represents payment of overtime compensation to law enforcement officials of the City of Parkersburg who participated in the DUI (Driving Under the Influence) Sobriety Checkpoints and Sustained Enforcement during the month of June, 2005, and to law enforcement officials of the City of Ripley who participated in the DUI (Driving Under the Influence) Sobriety Checkpoints and Sustained Enforcement during the month of June, 2005. In addition to the Request for Reimbursement, the time sheets of law enforcement officials with the City of Parkersburg and the City of Ripley who participated in the DUI Checkpoints; the Grant Progress Reports from the City of Parkersburg and the City of Ripley; and the Project Financial Report are being submitted to the Governor's Highway Safety Program, Charleston, West Virginia. Documentation pertaining to the STEP Program for the Wood/Jackson Regional Highway Safety Program Grant is on file in the Office of the County Administrator. An Order was prepared regarding this matter.

The County Commission of Wood County was in receipt of the Approval of the Request for Revision to Approved Budget from the West Virginia State Auditor, Chief Inspector Division, Charleston, West Virginia, in regard to Revision No. 1 in the Coal Severance Fund budget for the fiscal year 2005/2006. Receipt of said Approval is pursuant to an Order appearing in Order Book 67, at Page 112 and bearing the date of July 21, 2005, at which time the Request for Revision was signed by Gary D. Deem, President of the Wood County Commission. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and passed, did hereby AUTHORIZE Gary D. Deem, in his official capacity as President and on behalf of the County Commission, to sign the Request for Reimbursement in regard to the Juvenile Justice and Delinquency Prevention Grant Number

04-JJV-002. Expenditures in the amount of one thousand three hundred eighty dollars and 00/100ths cents (\$1,380.00) were incurred by Wood County during the month of June, 2005, which represents payment for contractual services provided by Fred Jay Krieg, Ph.D. and Associates, PLLC, Vienna, West Virginia, regarding the Q.U.I.T. (Quality Intervention and Treatment) Program and the Y.I.E.L.D. (Youth In Effective Legal Diversion) Program. In addition to the Request for Reimbursement; the Monthly Reports; the Financial Recap; the Daily Time Records of Fred J. Krieg, Ph.D. and Associates, PLLC; the Monthly Attendance Reports for the Q.U.I.T. (Quality Intervention and Treatment) Program, and for the Y.I.E.L.D. (Youth In Effective Legal Diversion) Program; the Daily Time Records of the Wood County Juvenile Probation Office; the Monthly Project Director's Reports prepared by the Office of the Wood County Juvenile Probation; the Monthly Project Director's Report prepared by Fred Jay Krieg, Ph.D. and Associates, PLLC in regard to the Q.U.I.T. (Quality Intervention and Treatment) Program and Y.I.E.L.D. (Youth In Effective Legal Diversion) Program; the Demographic Reports for the Q.U.I.T. (Quality Intervention and Treatment) Program, and the Y.I.E.L.D. (Youth In Effective Legal Diversion) Program; the Youth Evaluations in regard to the Q.U.I.T. (Quality Intervention and Treatment) Program and the Y.I.E.L.D. (Youth In Effective Legal Diversion) Program; and the Project Financial Report are being submitted to the Criminal Justice Services, Charleston, West Virginia. Documentation pertaining to the Juvenile Justice and Delinquency Prevention Grant is on file in the Office of the County Administrator. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and passed, did hereby AUTHORIZE Gary D. Deem, in his official capacity as President and on behalf of the County Commission of Wood County, to

EXECUTE the Request for Reimbursement in regard to the Mid-Ohio Valley Regional Highway Safety Program Grant Number FY04-163-1D/F04-163-1D-02. Expenditures in the amount of two thousand two hundred ninety-six dollars and fifty cents (\$2,296.50) were incurred by Wood County during the month of June, 2005, and represents payment of overtime expenses incurred by law enforcement officials of the City of Vienna, the City of Ripley and the Wood County Sheriff's Department, who participated in the DUI (Driving Under the Influence) Sobriety Checkpoints Program during the month of June, 2005. In addition to the Request for Reimbursement; the Grant Progress Reports for the City of Vienna, the City of Ripley and the Wood County Sheriff's Department; the Monthly Reports; the Program Activity Reports; the Time Records for law enforcement officers from the Vienna Police Department, the Ripley Police Department and the Wood County Sheriff's Department; the Activity Reports of the Parkersburg Police Department, the Vienna Police Department and the Wood County Sheriff's Department; and the Project Financial Report are being submitted to the West Virginia Highway Safety Program, Charleston, West Virginia. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and made unanimous by Gary D. Deem, did hereby APPROVE the request from the Parkersburg Homecoming Festival for the use of the County Parking Lot on August 19, 20, 21, 2005 during the Parkersburg Homecoming. As stated in the letter of request, the County's Parking Lot would be used for handicapped parking, possibly vendor locations and a possible car show. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Gary D. Deem and passed, did hereby give APPROVAL to the CLEANING

AGREEMENT submitted by Winans Services, Parkersburg, West Virginia, in the amount of one thousand nine hundred sixty-five dollars and 00/100ths cents (\$1,965.00) per month for the cleaning of the Judge Donald F. Black Courthouse Annex. Another quote was submitted by C and L Services, Williamstown, West Virginia, for the aforementioned cleaning of the Judge Donald F. Black Courthouse Annex in the amount of nine thousand dollars and 00/100ths cents (\$9,000.00) per month. The County Commission of Wood County shall provide paper products, soap, plastic liners and a locked closet for Winans Services' supplies and equipment. Winans Services will maintain a Workman's Compensation Insurance and Employer's Liability at statutory limits; General Liability in the amount of one million dollars and 00/100ths cents (\$1,000,000.00) per occurrence, two million dollars and 00/100ths cents (\$2,000,000.00) Aggregate; automobile liability in the amount of one million dollars and 00/100ths cents (\$1,000,000.00); Employee Fidelity Bond in the amount of twenty-five thousand dollars and 00/100ths cents (\$25,000.00); Employment Practices Liability in the amount of one million dollars and 00/100ths cents (\$1,000,000.00); and Commercial Umbrella in the amount of five million dollars and 00/100ths cents (\$5,000,000.00). An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Gary D. Deem and passed, did hereby AUTHORIZE Gary D. Deem, in his official capacity as President and on behalf of the County Commission, to EXECUTE the Policy Amendment to Group Policy Number TM05578391-G with Metropolitan Life Insurance Company, New York, New York. The aforementioned Group Policy provides dental insurance coverage to the employees of the County of Wood as reflected in an ORDER set forth in Order Book 67, at Page 91 and bearing the date of June 30, 2005, at which time the said County

Commission of Wood County CHANGED from the MAC/Comprehensive dental coverage to the Network/Comprehensive dental coverage. Documentation pertaining to the dental insurance coverage with Metropolitan Life Insurance Company is on file in the Office of the County Administrator. An Order was prepared regarding this matter.

Duane Jones from the Wood County 9-1-1 Center presented to the County Commission of Wood County, a New Road Name Request Form from Robert L. Jenkins to name the road that provides access to his residence. The said Request does not interfere with the scheduled readdressing and mapping for the E-9-1-1 Master Street Addressing Guide. Robert L. Jenkins requested the road be named GREENVILLE ROAD. The road to be known as GREENVILLE ROAD is located approximately $\frac{3}{4}$ miles from Fall Run Road 45/15 690, in Walker Taxing District, Tax Map 690, Parcel Number 000B. The request by Robert L. Jenkins is in accordance with Chapter 7, Article 1, Section 3 of the Code of West Virginia, 1931, as amended, which deals, in part, with the County Commission naming or renaming thereof of roads, ways, streets, avenues, drives and the like to assure uniform, nonduplicative conversion of all rural routes to city-type addressing on a permanent basis. The County Commission does hereby find that the said request, made in writing, by Robert L. Jenkins, and the approval from the Wood County 9-1-1 Center, is in proper form and is hereby ORDERED to be filed. NOW, THEREFORE, the County Commission of Wood County, upon a motion made by Robert K. Tebay, seconded by Rick Modesitt, and made unanimous by Gary D. Deem, does hereby ORDER that the aforementioned road be named GREENVILLE ROAD. The County Commission does further ORDER that a copy of the ORDER, along with the New Road Name Request form, be certified by the Clerk of the County Commission for entry in the Office of the Clerk of the County Commission. An Order was prepared regarding this matter.

The County Commission of Wood County, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and passed, did hereby AUTHORIZE Gary D. Deem, in his official capacity as President and on behalf of the County Commission, to sign the Request for Reimbursement in regard to the Victims of Crime Act (VOCA) Grant Number 03-VA-034. Expenditures in the amount of three thousand six hundred eighty-three dollars and twenty cents (\$3,683.20) were incurred by Wood County during the month of June, 2005, which represents payment of contractual services provided by Diana Williams, Victims Advocate; payment of contractual services provided by Erin Lentz, Assistant Victims Advocate; payment of travel expenses incurred by Diana Williams, Victims Advocate; and payment of cell phone and pager services for Diana Williams, Victims Advocate. The amount of six hundred fifty-six dollars and ninety-six cents (\$656.96) represents the cash match as required by the aforementioned Grant and reflects the additional hourly rate of Diana Williams not paid through the Grant. The amount of five hundred fifty dollars and 00/100ths cents (\$550.00) reflects volunteer time and the projected amount of rent for office space at both the Wood County Judicial Building and the Wood County Magistrate Court Building. In addition to the Request for Reimbursement; the Financial Recap; the Monthly Progress Reports from the Victims Advocate and the Assistant Victims Advocate; the Daily Time Records for the Victims Advocate and the Assistant Victims Advocate; the Travel Expense Statement of the Victims Advocate, Diana Williams; the Annual Performance Reports of the Victims Advocate and the Assistant Victims Advocate; and the Project Financial Report are being submitted to the Criminal Justice Services Office in Charleston, West Virginia. Documentation pertaining to the Victims of Crime Act (VOCA) Grant is on file in the Office of the County Administrator. An Order was prepared regarding this matter.

Pursuant to an Order appearing in Order Book 51, at Page 433 and bearing the date of April 1, 1991, dealing with the procedure policy for appointments being made by the County Commission of Wood County, the County Commission, upon a motion made by Rick Modesitt, seconded by Robert K. Tebay and made unanimous by Gary D. Deem, appointed Ernie Hathaway and Dan Walkup to the Veterans Park Advisory Committee. Their terms will expire December 31, 2009. An Order was prepared regarding this matter.

The County Commission of Wood County was in receipt of Grant Adjustment Notice Number One (1) from the Division of Criminal Justice Services, Charleston, WV, in regard to the Victims of Crime Act (VOCA) Assistance Program Grant Number 05-VA-12. The aforementioned Grant Adjustment Notice CHANGES the name of the President of the said County Commission of Wood County from Rick Modesitt to Gary D. Deem as the Authorized official of the said Grant Number 05-VA-12. Documentation pertaining to the Victims of Crime Act (VOCA) Assistance Program Grant is on file in the Office of the County Commission. An Order was prepared regarding this matter.

At 10:30 A.M., the County Commission met with Candice Null, Day Report Center Director; Ginny Conley, Prosecuting Attorney/Day Report Center Chair and Jenny Keup, Day Report Center Board member. Ms. Null stated they were there to discuss a Community Corrections Grant that was discussed the previous week; she can't revise the grant until the Commission decides to fund this program. Commissioner Tebay stated that he didn't agree with the salary of the Director being so high. Ms. Conley stated that the salary is \$45,000.00 plus benefits. They discussed the counselors' salaries, the administrative assistant salary; they discussed the work that the participants are doing; getting a supervisor for the workers.

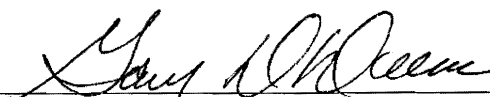
Commissioner Modesitt stated that he thinks salary increases should be brought to the Commission before a decision is made. More discussion took place.

At 1:22 P.M., the County Commission met with Steve Nicely, Sam Winans and Leone Ohnoutka from the Greater Parkersburg Convention and Visitors Bureau. Mr. Nicely first handed out a summary of activities and then discussed the Comprehensive Travel and Tourism Research Project. (A copy of the handouts is attached to these minutes.) They have attended three consumer travel shows. More discussion took place about their activities, such as fliers, visitors guide, mailing, etc.

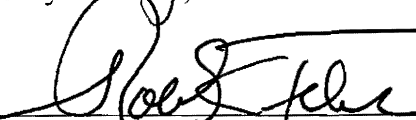
Having no further scheduled appointments or business to attend to, the County Commission adjourned.

APPROVED:

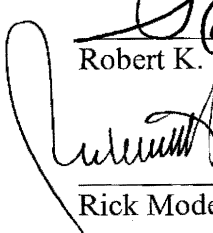
THE COUNTY COMMISSION OF WOOD COUNTY



Gary D. Doem, President



Robert K. Tebay, Commissioner



Rick Modesitt, Commissioner

To listen to this meeting, please refer to #Tape 470 and Tape #471.

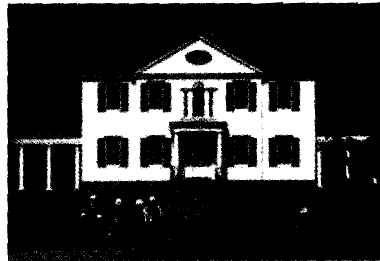
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Wood County Commission Meeting
Held July 25, 2005

Please Print

- | | | |
|-----|--------------|---------------------------|
| 1. | Candace Nall | - DRC |
| 2. | Gunny Conley | - DRC Chair / Prosecutor |
| 3. | Jerry Kemp | - DRC board |
| 4. | Gunny Gamy | - Pursuits Radio |
| 5. | Sam Wried | - Greater Parkersburg CVB |
| 6. | STEVE NICBY | - GREATER PARKERSBURG CVB |
| 7. | Leone Chmura | - CVB |
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Wait Till You See... What's New



2005

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Wild and Wonderful

Fenton Art Glass

Centennial Celebration



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*Williamstown, WV
July 29 - August 2*



DOWNTOWN PARKERSBURG

JUNE 2005

- 1 - 26 **WV Photographs Exhibit.**
Parkersburg Art Center
- 1- 30 **Connie Cullum Art Exhibit.**
Wesbanco
- 1- 30 **The Multi-Cultural
Experience Exhibit.**
Parkersburg Art Center
- 17-18 **Bye Bye Birdie.**
Smoot Theatre
- 17-18 **The Dinner Party.**
Actors Guild
- 18 -19 **Victorian Garden Tour & Tea.**
Julia-Ann Square Historic District
- 18 **A Night Of Poetry.**
The Grind
- 19 **WV Birthday Celebration.**
Blennerhassett Island State Park
- 25 **Outdoor Film Fest -
"Pillow Talk".** The Grind

JULY 2005

- 1 **"The Queen is in Full Bloom".**
Exhibit - (July 1 - Aug 25)
Parkersburg Art Center
- 1- 29 **Lora Bateman Art Exhibit.**
Wesbanco
- 2 **Art On Market - Street Fair.**
Market Street

Greater Parkersburg Convention & Visitors Bureau | 350 7th Street | Parkersburg

For more information call 304-428-1130 or visit www.greaterparkersburg.com

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August 19~21, 2005

Here's What's Happening Before & After The Races:

Friday, August 19, 2005

23rd Annual Parkersburg Homecoming Festival
Hours 5:00 - 11:00 PM (Opening Ceremonies,
Musical Entertainment, Games, Food and More!)

Saturday, August 20, 2005

Festival Hours 7:30 AM to 11:30 PM
News & Sentinel Half Marathon Races, Homecoming
Parade, Talent Show, Musical Entertainment,
Children's Activities and Fireworks Skyshow!

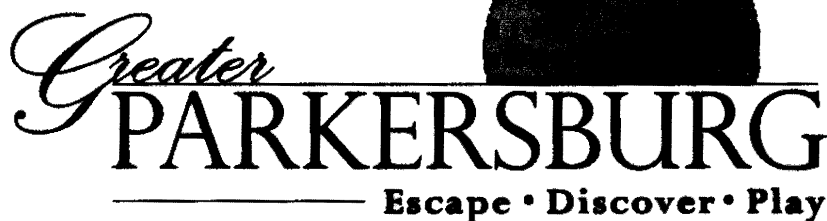
Sunday, August 21, 2005

Festival Hours 12:00-10:00 PM
News & Sentinel Tiny Trot & Kids Races,
Antique Car Show, Rubber Ducky Derby,
Gospel Music & Other Entertainment.

**All festival activities
are ADMISSION FREE!**

**BUT WAIT!
THERE'S MORE!**





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CONTACT: Kari Thompson, Communications Manager
kthompson@parkersburgcvb.org
www.greaterparkersburg.com

Glass, Chocolate And Site Of Aaron Burr Plot Top Area Attractions



Celebrating 100 Years Of Glassmaking... Located in Williamstown, West Virginia, Fenton Art Glass is among the world's foremost producers of handmade art glass. From its modest roots as a glass decorating company in 1905, Fenton has progressed and become renowned for innovative colors and decorative treatments on pressed and blown glassware. "We make glass the old-fashioned way," says company President George W. Fenton, "using many techniques and tools that are essentially unchanged from those of a century ago." Today ten Fenton family members (four generations) work together along with over 400 employees to create handmade glass artistry. Fenton's free factory tour is repeatedly named one of America's

top 10 factory tours by *USA Today*. A gift shop and glass museum are also available year-round. **We're expecting THOUSANDS** to flock to Williamstown for the **Fenton Art Glass Grand 100th Anniversary Celebration Friday, July 29th through Tuesday, August 2nd. ADMISSION FREE!** Here's just a few of the activities to look forward to: special tours, glass making school, West Virginia arts and crafts festival, eBay University seminars hosted by eBay, great food, the greatest Fenton Art Glass auction (ever!), glass decorating workshops, family signings and more!

The Best European Chocolates You'll Ever Have... Fritz Holl learned the art of candy making the traditional European way, by working his way through an apprenticeship and eventually working with master confiseurs in Zurich and Switzerland. The recipes and techniques that Fritz learned in the 1940s are still used today by Holl's Chocolates in the family owned and run shop in Vienna, WV. Chocolates are made in small batches daily to ensure maximum freshness - using only the finest ingredients including Caillier chocolate from Switzerland. The shop's unique chocolate show room also includes complimenting wines and coffees.



Island Mystery and Romance... One mile south of Parkersburg, WV, visitors feel like Tom Sawyer as they paddle down river in an authentic sternwheeler to Blennerhassett Island Historical State Park located in the mighty Ohio River. Listening to the steady churning of the engine and feeling the occasional spray of the paddle wheel, visitors are quietly lauded into believing they've escaped every care in the world. The mystery and romance that shrouds the island's original owners is intriguing and entertaining. Tours of the exquisite reconstructed 1800 mansion are guided by

period-dressed docents who recount the ill-fated tale of Harman and Margaret Blennerhassett and their relationship to Aaron Burr that eventually cost them their beloved island paradise. The island is open May-October, and offers visitors bike trails, a narrated wagon ride, gift shop and more.

(MORE)



Your Time is Valuable

Let us help you plan a vacation that will be worth the time.



Day 1:

Fenton Art Glass

Watch highly skilled craftsmen create timeless works of art in the age-old manner they've used for a century. It's a fascinating tour, one of the "top ten" factory tours in America. Also enjoy the glass museum or shop in the factory outlet. Call us now to experience the special events featured as part of the Fenton Centennial Celebration, such as glass making and decorating workshops throughout 2005!

Marietta Shopping

Internationally renowned Rossi Pasta is handmade in Marietta, Ohio. Take home a taste of Marietta; shop in more than 50 specialty and antique stores.

Day 2:

Lee Middleton Dolls

Visit the dollhouse-style home store of one of America's finest collectible doll makers. Adopt a doll baby from the nursery and learn how each bundle of joy is made.

Blennerhassett Island Historical State Park

Take a 20-minute sternwheeler ride aboard Ruble's Sternwheeler to an enchanted island paradise in the middle of the Ohio River. Tour the exquisite mansion of Margaret and Harman Blennerhassett and hear the captivating story of mystery and romance that drove them from their island home.

Holl's Swiss Chocolatier

Sample some of the finest handcrafted European chocolates in the world at this distinctive showroom.

Day 3:

Parkersburg Art Center/ Oil & Gas Museum

Take your choice of a dynamic, contemporary art gallery or an enlightening exhibition that tells the story of the birth of the oil and gas industry and the state of West Virginia.

Julia-Ann Square Historic District Tour

You'll stand in awe of the architectural style and grandeur each home represents within Parkersburg's historic homes district. Enjoy a self-guided walking tour through the district.

Parkersburg Shopping

Discover our must-have treasures from one of the many unique craft, gift and antique shops. From Mulberry Lane Country Store to My Favorite Things, to the Grand Central Mall - the region's largest shopping complex.

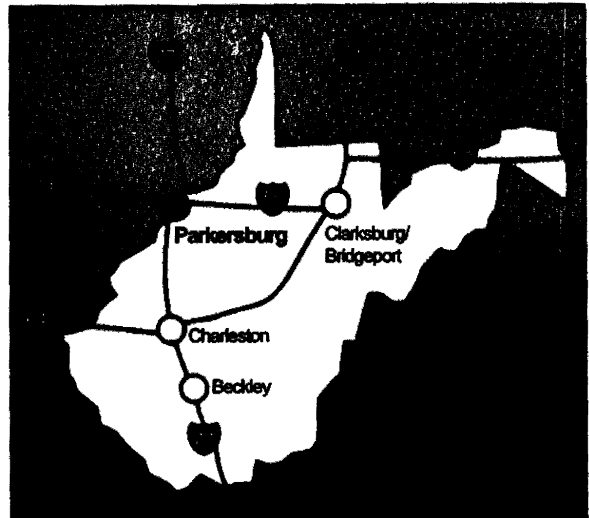
Day 4:

Town of Cairo

Located 30 minute northeast of Parkersburg, Cairo is home to the 100 year + *RC Marshall Hardware Store* and a unique "Tamarack-style" Gallery: *Called Made in West Virginia* that offers some of West Virginia's best paintings, pottery, glass, books, and jewelry. Just across the street you can relax at *The Scoop*, a 1949 style ice cream parlor complete with soda fountain and juke box, and enjoy an old-fashion ice cream cone. Then visit *Berdine's* - America's oldest 5 & Dime! Since 1908 they've sold almost anything.



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**COMPREHENSIVE TRAVEL & TOURISM RESEARCH PROJECT
RECOMMENDATIONS IMPLEMENTATION REPORT
As of July 12, 2005**

Since receiving a copy of the final report in February from Randall Travel Marketing (RTM), the Bureau's staff and board of directors have been working to implement the various recommendations contained in the report document. It was agreed that this report could not just "lie on a shelf", and every effort must be made to fully implement it as quickly as possible.

The first step was to analyze the 56 recommendations and to determine which could be undertaken solely by the CVB. It was determined that the Bureau, with the knowledge that additional funding or other resources may be required, could implement 44 of the 56 recommendations. The remaining 12 require the approval and/or participation of another agency, organization or business(es). Those 12 are #1, 3, 4, 34, 35, 36, 37, 38, 39, 40, 41 and 43.

Next the Bureau's board of directors selected 10 recommendations as priorities (#6, 7, 8, 9, 13, 18, 25, 27, 39 and 42, all listed below in blue). The CVB staff was instructed to focus on these recommendations, but to work on the other recommendations as time and resources permitted.

Before several of the recommendations could be implemented it was necessary for the Bureau to adopt a new brand position that consists of new logo, marketing theme line, positioning statement and look based on the findings of the research study. The board of directors contracted with Stonewall Marketing to create these elements, and after several months of deliberations, a new logo, marketing theme, positioning statement and look were approved.

A status report on the implementation of the study's recommendations is given below.

GATEWAYS, WAYFINDING & SIGNAGE

1. **Develop major new gateway at I-77 and US 50 and US 50/WV14**
The CVB is working with the Area Roundtable to establish a special task force to focus on this recommendation as well as #4.
2. **Create better mapping (see recommendation #9)**
New mapping is being developed using the recommended format by RTM.
3. **I-77 exit signage needs to feature downtown Parkersburg**
4. **Appoint a task force to conduct an annual wayfinding evaluation**
The CVB is working with the Area Roundtable to establish a special task force to focus on this recommendation as well as #1.

VISITOR INFORMATION

5. **Maintain visitor center in downtown Parkersburg, but enhance its visibility**

- Install blue directional signs leading to this visitor center
- Install exterior signage on the building
- Extend hours of operation when possible
- Install weatherproof informational signage on the exterior of the building
- Incorporate "make me drool" visuals tempting visitors to visit the shops, restaurants and attractions

The hours of the visitor center have been extended and improved signage installed for those times when the center is closed. Jim Osborne has been contracted to secure better photographic images for the center, publications and other promotional uses.

6. To augment visitor information, place information kiosks at sites around the Parkersburg/Wood County area

Information on various kiosks is being gathered using resources recommended by RTM.

7. Undertake continuous training and enhancement for visitor center staff

- Specific training in conversion (i.e. create economic impact by getting people to stay overnight, extend their stays or get in front of more cash registers)

The visitor center staff has undergone training in responding to visitors and has changed some procedures to better accommodate visitors to the center. The staff has also committed to being more targeted at getting visitors to stay longer.

MARKETING, ADVERTISING & PUBLIC RELATIONS

8. Redesign primary brochures to include a new "lure" piece (or rack brochure) and a fulfillment piece (or visitor guide)

Using the Bureau's new brand position, a "lure" piece is being designed and will be printed this fall. Also, preliminary details have been worked out on a revised visitor guide following RTM's recommended format.

9. Develop padded "user-friendly" maps with visitor information on the reverse side

New padded maps are being developed following RTM's recommended format.

10. Enhance inquiry and fulfillment procedures

- Merge all inquiries from various sources into one master database that is maintained permanently to track trends
- Develop email address data mine for future marketing

New inquiry fulfillment software has been installed that will keep all inquiries in one database and make it possible to create statistical data on the inquiries.

11. Design new promotional display ads

- Ads must reflect the new positioning and design elements and feature the most compelling reasons to visit the area.

Using the Bureau's new brand position, a series of new ads have been created.

12. Evaluate advertising planning and placement

- Plan advertising placements based on research and previous performance

The Bureau's staff has carefully evaluated its 2005-2006 advertising schedule taking into account RTM recommendations and the results of past advertising.

13. Undertake a public relations effort to focus on story placement with travel writers

- Develop a press kit with same image as other materials, story ideas, etc.
- Host regular FAM tours for travel writers focusing on the positioning theme
- Maintain a media/press page on the website.
- Prepare an annual PR plan based on specific objectives, strategies and tactics to attract new visitors to the area.
- Create an annual "return-on-investment" study for public relations efforts.

The Bureau's staff has significantly enhanced its "PR" efforts including joining the Mid-Atlantic Tourism Public Relations Alliance (MATPRA), hosting several travel writers who are developing stories on the area, exhibiting at a show for travel writers, creating a new media kit and modifying its web site to create a special travel writers section.

14. Develop meeting, sports, group tour and event planner's guides

- Design the cover to print the client's name on it
- Include only the information directly relating to the needs of the planner

15. Strengthen marketing partnerships with Parkersburg area tourism businesses

- Hold regular meetings with marketing partners
- Stress that every CVB initiative will NOT benefit every tourism business
- Identify trade shows to attend with lodging participation
- Make regular on-site calls to local lodging properties to share leads and update them on the CVB program of work
- Establish a meeting servicing policy in conjunction with the lodging properties to make sure every group receives the best possible service
- Distribute research findings and creative strategies to partners
- Promote "packaging" co-op opportunities

The Bureau staff has revised its partnership program for area tourism businesses, initiated a regular schedule of meetings with its marketing partners, created opportunities for its lodging partners and key attractors to participate at trade shows and increased the number of partner co-op opportunities.

16. Continue and expand technology strategy for outreach to leisure, business, sports, group and meeting markets

- Dedicate a staff member to the e-marketing program to focus on the maintenance and smooth function of the website and email marketing
- Redesign the website to match the new marketing materials, include more "WOW" photography, better maps, less narrative and easier navigation
- Collect traveler profile and demographic information from the information request page

A staff member has been assigned primary responsibility for all e-marketing efforts and the web site. The web site is being re-designed to reflect the look and format of the visitor guide and other promotional materials, new photography and better navigation. By this fall basic demographic information will be collected from individuals submitting an information request through the web site.

39. **Enhance Fenton Glass for the newer generations**
40. **Undertake a "Light up Parkersburg" program that lights up specific architectural features of the downtown area**
The Bureau has requested that the Parkersburg Business District Task Force explore undertaking this project.
41. **Develop seasonal festivals and events to build slow lodging periods**
 - Examine existing events to determine if more aggressive promotion would likely result in greater out-of-town visitation
 - Consider new seasonal events that can be packaged to help to increase visitation during weaker months
42. **Create a trail of arts and crafts and other unique shops**
The staff has developed a preliminary proposal for creating a unique shopping trail and for the creation of appropriate collateral materials to promote it. A meeting is being planned for this fall to review this proposal with area unique shops. The Bureau has also partnered with several nearby CVBs as well as glass producers and facilities to create a "Glass Pass" promotion and brochure.
43. **Establish a dueling piano bar**
The Blennerhassett Hotel has agreed to host a dueling piano bar.
44. **Develop antiques shopping districts, trail and expo**

PUBLIC AWARENESS

45. **Develop an annual educational effort designed to inform the local public regarding what tourists find most appealing about visiting the area**
 - Create an annual pullout special section in the newspaper that identifies the top things most appreciated by visitors
 - Sponsor an annual event to familiarize local residents with area attractions*It is planned to create, in conjunction with the Parkersburg News & Sentinel, a special tabloid section in the newspaper that will appear during National Tourism Week in 2006. In addition, the staff has developed an aggressive on-going schedule of media appearances, news releases and feature stories to discuss various tourism topics. Also during the 2006 National Tourism Week, the Bureau plans to host an event with the theme "Discover Your Own Backyard!" as a way to highlight local tourism attractions and businesses.*

ADDITIONAL RESEARCH AND ON-GOING EVALUATION

46. **Undertake a monthly survey of lodging market mix**
47. **Perform an analysis of various niche markets**
48. **Conduct visitor profile and conversion research every three years**
49. **Conduct an annual evaluation of inquiry point-of-origin**
50. **Analyze statistics and information gathered from the CVB's website**

The Bureau staff has started to regularly evaluate the various statistical data available from the CVBs website.

- 51. Update the current status of various statistics generated by the CVB staff**
A monthly comprehensive statistical report is being prepared for the board of directors and a summary monthly tourism report is being developed for more general distribution.
- 52. Perform frequent inquiry database "data mining"**
- 53. Compare data from both West Virginia and Ohio tourism offices**
- 54. Conduct convention and meeting segment research**
- 55. Perform executive interviews with group tour planners to determine profile of most likely group tours to overnight in this area**
- 56. Conduct sports segment economic impact research**
 - Inventory existing sports market segments.
 - Conduct intercept studies or telephone interviews to determine spending patterns of each sports segment.
 - Determine profile of most profitable sports segments for future recruitment efforts.



TOURISM FAST FACTS

Travel Spending in West Virginia

- \$3.4 billion in 2004
- Has increased by 11.4% per year since 2000
- Supports about 41,000 jobs
- Generates \$536 million in local and state taxes (not including property taxes)
(Without these travel-generated tax revenues, each household in West Virginia would have to pay an additional \$730 in state and local taxes to maintain government services at their current level)

Travel Spending in Wood County

- \$89.4 million in 2004 (compared to \$83.1 in 2003)
- Supports 1,170 jobs

Travel spending includes spending by travelers at or near their destination and includes spending on transportation. Spending by local residents has not been included. The spending figures also do not include spending by tourism employees and tourism businesses.

Funding for the Bureau

- At least 50% of city and county hotel occupancy tax collections
- Partnership service fees and supporter contributions
- Annual fundraisers
- State advertising grants

Structure of the Bureau

- Incorporated as a 501(c)(6) organization
- Volunteer Board of Directors comprised of community leaders
- Board sets policy, approves financial matters and sets direction
- Professional, full time staff of four people
- Staff implements policy and undertakes projects to fulfill mission

"The mission of the Greater Parkersburg Convention & Visitors Bureau is to positively impact economic development in the Mid-Ohio Valley through aggressive sales and marketing of all forms of visitation to the area and through superior customer service for all travelers."



Proposed Marketing Activities

July – December 2005

Leisure Marketing

Advertisement Placements

- Long Weekends – Fall (1/3 page)
- Ohio Magazine – September (full page partner co-op)
- Ohio Magazine – September (1/6 page travel directory)
- Ohio Magazine – November (1/4 page travel planner)
- Ohio Magazine – December (1/6 page travel directory)
- Valassis newspaper insert

Collateral Material

- Promotional brochure
- Display unit
- Media kit
- Cooperative rack card printing
- CD Rom
- New website

Other Leisure Marketing

- New photography
- Implementation of recommendations from tourism research study

Group Tour Marketing

- Great American Road Show (August 28-30)
- Fall group tour sales blitz (September 19-22)
- Direct mail to 500 tour planners

Public Relations & Communications

- Fam (Familiarization) Tours upon request
- Assistance to travel writers upon request



Summary of Marketing Activities January – June 2005

Leisure Marketing

Advertisement Placements

- West Virginia Official Travel Guide (partner co-op)
- Ohio Magazine (partner co-op)
- Columbus City Scene magazine (partner co-op)
- USA Weekend Travel Section
- AAA Mid-Atlantic Tour Book
- Over The Back Fence magazine
- Valassis newspaper insert
- Travel Marketing Group newspaper insert

Consumer Travel Shows

- Columbus Sports & Vacation Show
- American/Canadian Sports, Boat & Vacation Show (Cleveland)
- Southern Living Spring Show (Charlotte)

Collateral Material

- Joint visitor guide
- Fenton Centennial Celebration brochure
- Downtown events rack card
- Calendar of events posters
- Cooperative rack card printing

Other Leisure Marketing

- Direct mail to almost 4,000 individuals who inquired in 2004
- Direct mail to 6,000 Half-Marathon runners
- Tourism Day at the Legislature exhibit
- Generational Marketing workshop organized
- Implementation of recommendations from tourism research study
- New destination management software installed
- 2005-2006 advertising campaign grant submitted
- New brand logo, theme line and position statement developed

Group Tour Marketing

- Joint group tour website with Marietta CVB
- Heartland Travel Showcase
- Direct mail to 500 tour planners

Public Relations & Communications

Fam (Familiarization) Tours

- WV Division of Tourism Public Relations Department
- WV Official Travel Guide editor from Miles Media
- Odyssey Magazine (Chevron Travel Club) - *WV Fall Foliage* (Cover article)
- WV Official Travel Guide writer

Materials Submitted for Articles

- Leisure Group Travel Magazine - *What's New in the Mid-Atlantic States*
- Meeting Professional Magazine - *Showcase Destinations - Lots to Love in West Virginia*
- Asbury Park Press Newspaper - *Parkersburg, WV City of Surprises Await Discovery*
- Ideals Country Magazine (Division of Guideposts) - *Hometown America*
- Group Travel Leader Magazine - *Group Activities/What's New in Parkersburg, WV*
- Voyager Magazine - *Depression Glass and the Ohio River Valley*

Other Public Relations & Communications

- Exhibited at MATPRA (Mid-Atlantic Tourism Public Relations Alliance) show
- Monthly appearances on WTAP Daybreak
- Weekly appearances on WLTP Talk Radio
- Regular column for Out & About
- Established e-Directions newsletter
- Monthly hours of operation chart

Statistical Summary

• Website Page Views	142,733
• Website Visitor Sessions	76,671
• Inquiries Fulfilled	6,634
• Brochures Distributed	185,940