



Prince Edward County Tourism Council Meeting Agenda

February 18, 2026 | 9:00 am | Heartland Regional Council Visitor Center, 121 East Third Street, Farmville, VA 23901

- I. **Call Meeting to Order, Roll Call, and Welcome** | Mr. Mark Smith, Chair
- II. **Election of Officers** | Ms. Chelsey White, Director
 - a. Chair
 - b. Vice-Chair
 - c. Secretary
- III. **TAKE A PICTURE** | Everyone!
- IV. **Approval of October Minutes** | Chair
- V. **Public Comment(s)** | Chair
 - a. This is an opportunity for citizens to provide comments or ask questions of the Council regarding tourism matters in the County
 - b. Three-minute limit for remarks per person
- VI. **Old Business** | Ms. Molly Kinahan, Secretary
 - a. Website Update from Letterpress
 - b. FACC Bridal Expo | Ms. Molly Kinahan, Secretary
 - c. VA250 Mobile Museum | Ms. Molly Kinahan, Secretary
 - d. Wayfinding Signage Update | Ms. Chelsey White, Director
- VII. **New Business** | Ms. Chelsey White, Director
 - a. BOS Monthly Report | Ms. Chelsey White, Director
 - b. Lodging Tax Revenue Update | Ms. Chelsey White, Director
 - c. Budget | Ms. Chelsey White, Director and Ms. Molly Kinahan, Secretary
 - d. VTC Updates | Ms. Molly Kinahan
 - e. Virginia's Crossroads Updates | Ms. Molly Kinahan
 - f. Travel Taste and Tour | Ms. Molly Kinahan, Secretary
 - g. Upcoming Events | Ms. Molly Kinahan
- VIII. **Other Business** | Ms. Chelsey White, Director
- IX. **Meeting Adjournment** | Chair

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Use the social media hashtag #ExplorePrinceEdwardVA
Remember to Like, Comment, and Subscribe!**



PRINCE EDWARD COUNTY TOURISM COUNCIL MEETING MINUTES

**Heartland Regional Visitor Center
121 East Third Street, Farmville, VA 23901
9:00 am, December 17, 2025**

MEMBERS PRESENT IN PERSON: Mark Smith
Daniel Jordan
Jake Roamine
Cainin Townsen
Anne Tyler Paulek
Chris Conkwright
Sandra Cooke
Richard McClintok

MEMBERS PRESENT BY PHONE: None

MEMBERS ABSENT: Cainin Townsen, Tiffany Duffie

ALSO PRESENT: Chelsey White, Director of Economic Development & Tourism; Molly Kinahan, Tourism Coordinator; Doug Stanley, County Administrator;

Introductions

At 9:07 am, Mr. Smith welcomed everyone and called the December 2025, meeting to order.

Meeting Minutes

Mr. Smith asked for a motion to approve the October minutes. Mr. Romaine made a motion, and Mr. Jordan seconded the motion. The council voted with a unanimous approval.

Public Comments

There was no one present for public comments.

Old Business:

Website Update

Mr. Fields from Letterpress introduced himself and went over the new ExplorePrinceEdward.Com site. There was discussion from council members of things that were

being updated, things that needed changing, likes and dislikes of the site. Overall, the council was pleased with the progress.

Content Harvesting Update

Ms. Kinahan talked about what a success the content harvesting with Letterpress was. Staff will be using these images and video on the new website, social media, and promotions for Prince Edward Tourism.

Zero Click Marketing Proposal

Ms. Kinahan presented the proposal from Letterpress. After going through it Mr. Smith and Mr. Romaine had a few questions about the proposal and the details of what would happen after the audit. Mr. Fields was not part of that proposal, so he could not elaborate on it. Mr. Romaine motioned that the council table the proposal until the next meeting when there could be more information. Mr. Conkright seconded the motion and the council voted with a unanimous approval. There was discussion about the budget and how money can be spent, and the council requesting to see the budget.

New Business

BOS Monthly Report

Ms. White went over the monthly reports that she presents to the Board of Supervisors every month. There were no questions.

Lodging Tax Revenue Update

Ms. White went over the TOT revenue. There were no questions.

VTC Updates

Ms. Kinahan talked about her time at the VA1 Governors Summit. She discussed the different sessions that she attended. Some of the big take aways were to focus on promoting to NC, sweepstakes are taking off, that tourist are not planning their trips too far in advance, and affordability is on the forefront of all tourist priority.

Virginia Crossroads Update

Ms. Kinahan mentioned that Virginia Crossroads met with VTC and is working on completely redoing their marketing. They will no longer be doing print ads. They are taking bids from marketing companies to get quotes to update websites and social media.

Adjournment:

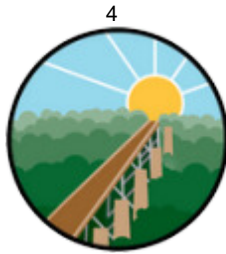
With no other business to discuss, Mr. Smith recommended adjourning the meeting, and all the members were in favor. Mr. Jordan made a motion to adjourn seconded by Ms. Paulek. The council voted with a unanimous approval.

The meeting was adjourned at 10:15am



Board of Supervisors Report:

- The new tourism website will be launched within the month.
- December was the highest-grossing month for TOT revenue in 2025, followed by June and July.
- Staff is working on proposals for the next round of VTC grants.
- Applications have been received for a part-time Travel Counselor, and interviews will begin soon. Hiring a Travel Counselor will ensure more regular weekend hours for the Visitor Center and a fully staffed department.
- The highest post of the FB for Jan. was a call to action to book seminars/conferences in PEC. This backs VTC data, which recommends promoting conference availability.
- Upcoming tourism-focused events can be submitted for inclusion on the Explore Prince Edward County social media platforms using the link/QR code:
<https://tinyurl.com/yc2kv6r7>



EXPLORE
PRINCE EDWARD COUNTY
VIRGINIA

PEC Tourism & Visitor Center Monthly Report for the end of January 2026

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE					
	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
Dec	25	1	0	26	26

PHONE INQUIRIES					
Jan 26	Jan 25	% Differences	year YTD	Prior year YTD	% Differences
18	19	-5%	18	19	-5



Webpage Stats



Total Users
41



Total Sessions
93



Engagement Rate
Wedding Site: 32%
PEC Site: 40%



Average Time
15 seconds



Users by Location
US
China
Ireland



Sessions by
Traffic Source
47 Direct
16 Organic Social
11 Referral
8 Paid search
6 Organic Search

Key Takeaways & Recommendations

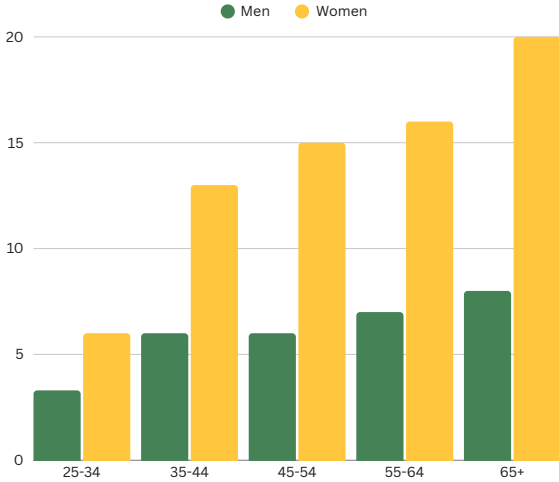
- Target Richmond, NOVA, Roanoke areas in state.
- Focus on confrenes, and seminar hosting.



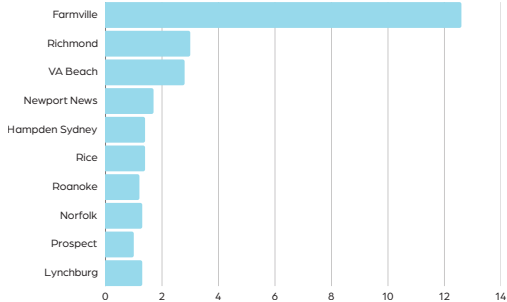
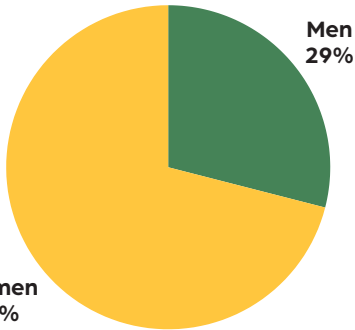
Social Media Stats
Facebook Followers

1,789

Top Post



Women
71%



3.9k Reached



11 Followers



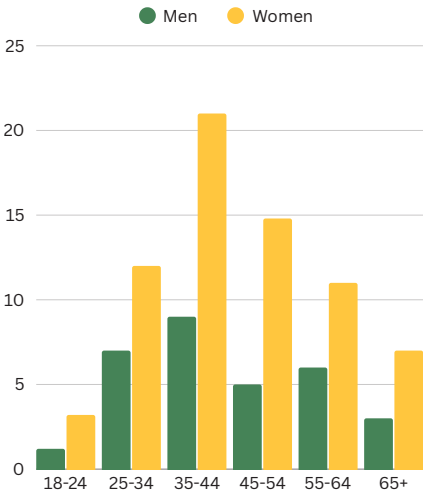
130 Visits



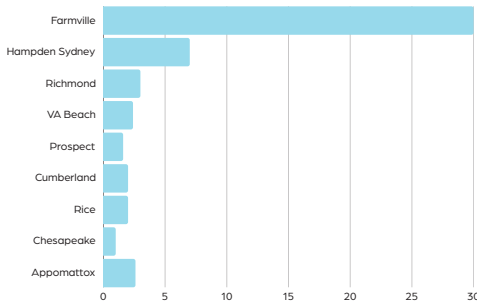
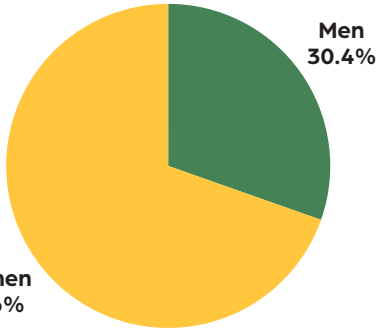
Social Media Stats
Instagram Followers

372

Top Post



Women
69.6%



299 Reach



11 New Page Likes



32 visits



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
2	61	3



Board of Supervisors Report:

- The Department is close to completing a new tourism website that will be formally announced soon! It will include promotional webpages that encourage visitors to come to the County, titled "Plan Your Trip", "Learn, Stay and Explore", "Outdoor Adventure", and "Weddings".
- Staff is currently working on a seasonal newsletter that will be emailed to prospective visitors. If there is anything you would like to see highlighted, please don't hesitate to reach out.
- Applications have been received for a part-time Travel Counselor, and interviews will begin soon. Hiring a Travel Counselor will ensure more regular weekend hours for the Visitor Center and a fully staffed department.
- Upcoming tourism-focused events can be submitted for inclusion on the Explore Prince Edward County social media platforms using the link/QR code:
<https://tinyurl.com/yc2kv6r7>



EXPLORE
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VIRGINIA

PEC Tourism & Visitor Center Monthly Report for the end of December 2025

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
Dec	39	2	0	41	83

PHONE INQUIRIES

Dec 2025	Dec 2024	% Differences	year YTD	Prior year YTD	% Differences
32	38	-15	362	481	-24



Webpage Stats



Total Users
38



Total Sessions
97



Engagement Rate
Wedding Site: 32%
PEC Site: 40%



Average Time
15 seconds



Users by Location

US
China
Ireland



Sessions by Traffic Source

47 Direct
16 Organic Social
11 Referral
8 Paid search
6 Organic Search

Key Takeaways & Recommendations

- Target Richmond, NOVA, Roanoke areas in state.
- per VTC VA & NC are trading tourist

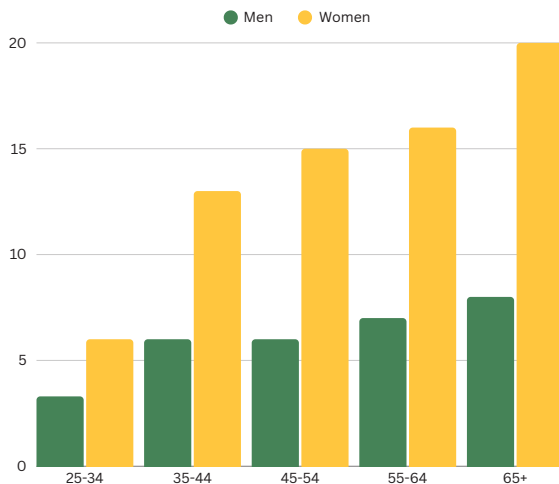
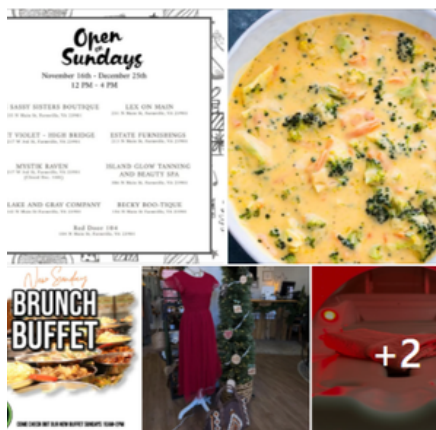


Facebook Followers Social Media Stats

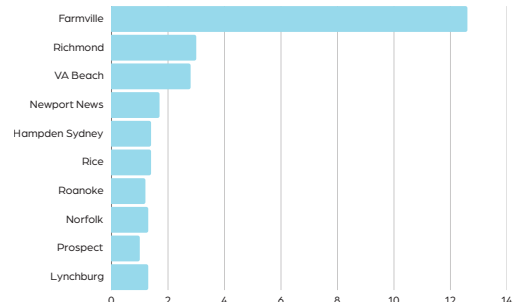
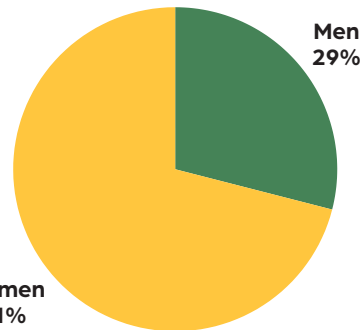
7

1,789

Top Post



Women
71%



3.1k Reached



10 Followers



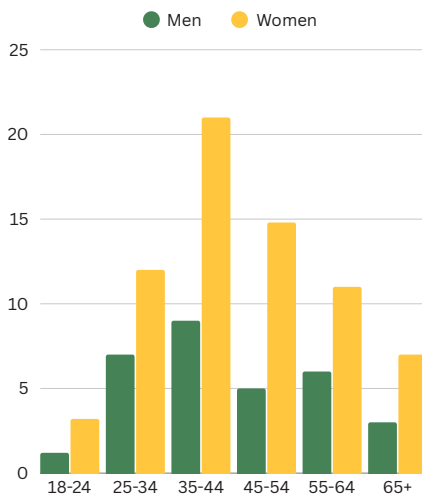
116 Visits



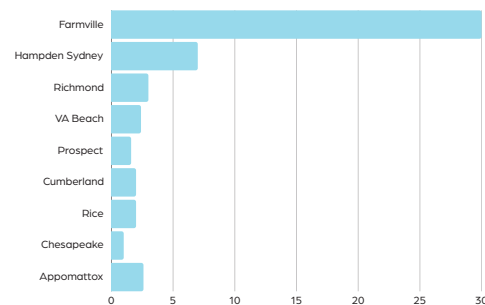
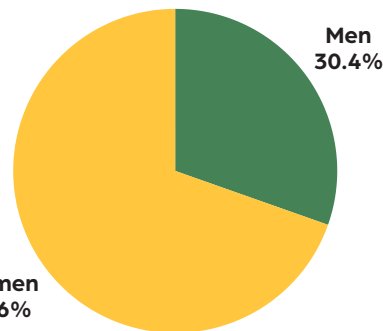
Social Media Stats Instagram Followers

368

Top Post



Women
69.6%



296 Reach



11 New Page Likes



131 visits



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
1	49	3

Lodging Tax

	2024	2025	2026
January	\$3,755.00	\$7,852.00	\$3,965.17
February	\$4,303.50	\$2,845.67	
March	\$6,019.24	\$4,272.27	
April	\$6,687.75	\$5,895.82	
May	\$8,974.96	\$5,684.99	
June	\$3,683.94	\$8,282.11	
July	\$10,721.84	\$7,915.39	
August	\$9,477.17	\$6,817.36	
September	\$7,335.03	\$6,911.65	
October	\$6,124.91	\$4,633.06	
November	\$2,914.04	\$3,464.96	
December	\$2,914.04	\$10,955.83	
Total	\$72,911.42	\$75,531.11	

Committed Fund Balance - TOT							
Fiscal Year	Actual Revenue	TOT Expense Line	Salaries	VTC Grants	Total Actual Expenditures	TOT Committed	Committed Total
FY21	\$ 2,910.15	\$ -	\$ -	\$ -	\$ -	\$ 2,910.15	\$ 2,910.15
FY22	\$ 12,871.53	\$ -	\$ -	\$ -	\$ -	\$ 12,871.53	\$ 20,781.68
FY23	\$ 75,599.74	\$ 2,656.31	\$ -	\$ -	\$ 2,656.31	\$ 72,943.43	\$ 113,725.11
FY24	\$ 79,316.89	\$ 24,873.58	\$ -	\$ -	\$ 24,873.58	\$ 54,443.31	\$ 168,168.42
FY25	\$ 72,474.15	\$ 25,896.63	\$ 21,246.56	\$ -	\$ 47,143.19	\$ 25,330.96	\$ 193,499.38
FY26 TD	\$ 40,698.22	\$ 5,341.52	\$ 9,261.50	\$ 13,375.00	\$ 27,978.02		\$ 193,499.38
Total	\$ 283,870.68	\$ 58,768.04	\$ 30,508.06	\$ 13,375.00	\$ 102,651.10	\$ 168,499.38	\$ 193,499.38

as of 1/2/26

FY26 TOT Budgeted and Expended To Date				
Tourism Exp	Budgeted	Amended	FY25 Actual TD	Balance
Salaries & Wages TOT	\$ -	\$ 25,000.00	\$ 9,261.50	\$ 15,738.50
Printing	\$ -	\$ -	\$ 39.93	\$ (39.93)
Advertising	\$ 2,500.00	\$ 2,500.00	\$ 6,701.25	\$ (4,201.25)
TOT Exp	\$ 50,000.00	\$ 40,000.00	\$ 5,341.52	\$ 34,658.48
VTC Eat Play Stay	\$ -		\$ -	\$ -
VTC WanderLOVE	\$ -		\$ -	\$ -
VTC ARPA Tourism	\$ -	\$ -	\$ 210.00	\$ (210.00)
VTC DMO Marketing (1/2 Match)	\$ -	\$ 20,000.00	\$ 13,375.00	\$ 6,625.00
VTC 4Ever PEC	\$ -	\$ -	\$ -	\$ -
VTC Be Well in PEC	\$ -	\$ -	\$ -	\$ -
VTC VA 250	\$ -	\$ -	\$ -	\$ -
Special Projects	\$ 10,000.00	\$ 10,000.00	\$ 1,276.17	\$ 8,723.83
Total	\$ 149,937.00	\$ 159,937.00	\$ 64,094.71	\$ 95,842.29
		TOT \$75,000		

Vendor No.: 021756 Name: LETTERPRESS COMMUNICATIONS, LLC

<i>Invoice Number</i>	<i>Invoice Date</i>	<i>Amount</i>	<i>Acct Period</i>	<i>Check Date</i>	
3438	12/1/2025	\$ 175.00	202512	12222025	Tourism PR Meltwater
3411	11/1/2025	\$ 175.00	202511	11242025	Tourism PR Meltwater
3377	10/1/2025	\$ 601.10	202510	10272025	Tourims Facebook Ads
3377	10/1/2025	\$ 437.76	202510	10272025	Tourism Google Ads
3377	10/1/2025	\$ 175.00	202510	10272025	Tourism PR Meltwater
3352	9/1/2025	\$ 175.00	202509	9182025	Tourism PR Meltwater
3326	8/1/2025	\$ 175.00	202508	8182025	Tourism PR Meltwater
3306	7/1/2025	\$ 175.00	202507	7212025	Tourism PR Meltwater
3306	7/1/2025	\$ 1,620.00	202507	7212025	Website Hosting
3271	6/1/2025	\$ 175.00	202506	6242025	Tourism PR Meltwater
3242	5/1/2025	\$ 175.00	202505	5272025	Tourism PR Meltwater
3214	4/1/2025	\$ 175.00	202504	4152025	Tourism PR Meltwater
3189	3/1/2025	\$ 175.00	202503	3182025	Tourism PR Meltwater
3163	2/1/2025	\$ 175.00	202503	3032025	Tourism PR Meltwater
3137	1/1/2025	\$ 175.00	202501	1212025	Tourism PR Meltwater
		\$ 4,758.86			

Vendor	Invoice Date	Amount	Acct Period	Check Date
Farmville Chamber of Commerce	12/30/2025	\$ 1,000.00	202511	Wedding Expo Spons
WFLO	11/25/2025	\$ 120.00	202512	Advertising
Longwood Printing	9/1/2025	\$ 155.32	202509	Vendor Cards/Broch
Best of Sign	9/1/2025	\$ 257.34	202509	Fabric Pop Up Banne
Square Space	6/1/2025	\$ 15.00	202506	Website Squarespac
Longwood Printing	6/1/2025	\$ 295.00	202506	RAC Vendor cards/Bi
Canva	6/1/2025	\$ 141.00	202506	Retractable Banner
Square Space	6/1/2025	\$ 12.00	202506	Website Squarespac
Farmville Chamber of Commerce	3/3/2025	\$ 100.00	202511	Flower Festival
Longwood Printing	3/2/2025	\$ 155.32	202503	(500) PE County Rac
Reimbursement to M Kinahan	1/18/2025	\$ 30.00	202502	Lunch @ Wedding E
Longwood University	12/4/2024	\$ 40.12	202501	(200) PE County Rac
		\$ 2,321.10		

EDITORIAL & PUBLISHING CALENDAR



SPRING

On Sale April 2026

Seasonal Blooms & Hidden Botanical Wonders
 Artisan Markets, Local Fairs and Festivals
 Wellness Travel - Spa Towns, Outdoor & Yoga Retreats
 America's Heartland - Meet the Midwest
 FIFA World Cup Happenings Across the U.S.
 Happy 250th Birthday, America!
 Charming Weekend Escapes



FALL

On Sale September 2026

Bountiful Harvests - Farms, Orchards & Vineyards
 American Heritage & Cultural Routes
 Merry & Bright: Holiday Events
 Fall in Love with The Virginia, West Virginia & The Carolinas
 Cozy Coastal Towns and Water Adventures
 Fall Photography Hotspots - A Leaf-peeper's Dream
 Museums Across America



SUMMER

On Sale July 2026

To the Beach & Beyond: A Summer Water Adventure
 Scenic Byways, Highways & Train Routes
 Summer Camping & Outdoor Escapes
 America's Mountain Trails - From Peaks to Piedmont
 The Mother Road Turns 100 - A Route 66 Centennial Feature
 Summer Music & Food Festivals
 Home Sweet Holiday: Towns That Make You Feel Like Family



WINTER

On Sale December 2026

New Year, New Vacation: Top Holiday Picks!
 Winter Outside - Wildlife Tours, Winter Sports & More
 Southern Comforts: Florida, Georgia & Alabama
 Mardi Gras Celebrations & Restaurant Weeks
 Romantic Winter Getaways
 The Future of Travel - Ecotourism and Sustainable Holidays
 America's Hidden Main Streets

"Travel is fatal to prejudice, bigotry, and narrow-mindedness."

— MARK TWAIN

THE POWER OF DIGITAL

552,500

WEBSITE PAGE VIEWS

500,000

EMAIL/NEWSLETTER



1.5 Million Per Month

SOCIAL MEDIA REACH

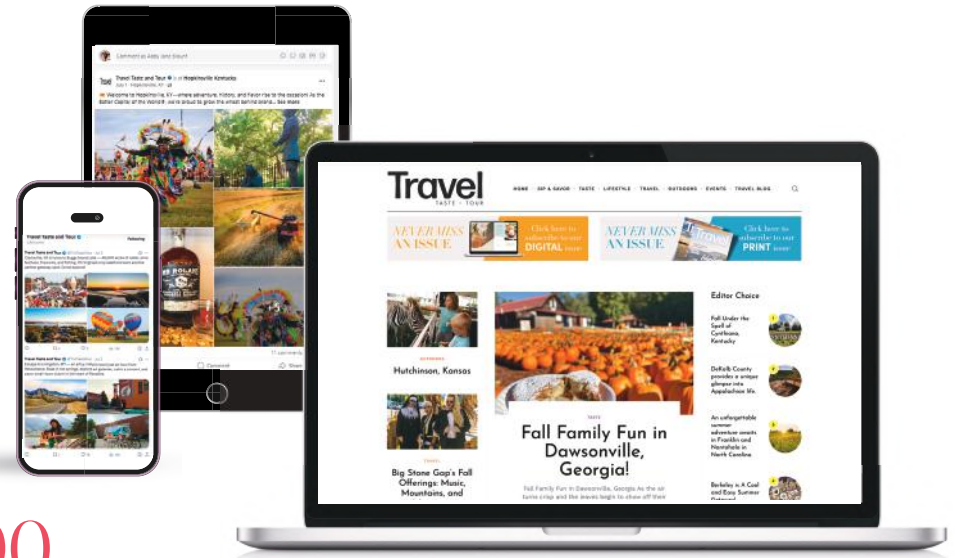
39
MEDIAN AGE

3+ Min.

MINUTE ENGAGEMENTS

255,000

WEB SESSIONS



STATS

63.9% of the world's population uses social media, and the average daily usage is 2 hours and 21 minutes. (Smart Insights)

78% of U.S. travelers admit social media posts or influencer content motivated them to explore a new destination, restaurant, or attraction. (PhotoAid)

Magazine media websites reach 62% of all U.S. adults each month. (AAM)



X

Tweet Impressions

732K



FACEBOOK

Monthly Page Reach

1.2M



PINTEREST

Monthly Page Views

134K



INSTAGRAM

Monthly Page Reach

47.7K

ADVERTISING RATES



“Travel is the only thing you buy that makes you richer.”–

ANONYMOUS

We highly value the participation of our clients in CVBs, DMOs, and other travel-related organizations. Because of this, there are often special customized rates and promotional packages for these clients at discounted rates. Please reach out to info@traveltasteandtour.com for details.

FREQUENCY	DOUBLE SPREAD	FULL PAGE	HALF PAGE	¼ PAGE
1x	\$16,400	\$10,200	\$5,525	\$2,711
2x	\$13,720	\$8,925	\$4,930	\$2,507
3x	\$11,450	\$7,650	\$4,165	\$2,125
4x	\$10,870	\$6,800	\$3,910	\$1,657

COVERS	Cover 2 Spread: \$12,563	Cover 3 Spread: \$11,942	Cover 4: \$13,175
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These rates and all advertising transactions are subject to the 2026 advertising terms and conditions of APA Media, LLC.

Total audience and circulation target includes print, digital replica, social media campaigns, and email marketing campaigns/E-Blasts.



**Prince Edward County
Tourism Council
Meeting Schedule
2026**

**All meetings will be held at 9:00 am at the Heartland Regional Visitor Center:
121 East Third Street Farmville, VA 23901**

February 18, 2026

April 15, 2026

June 17, 2026

August 19, 2026

October 18, 2026

December 16, 2026

Meetings are typically held on the third Wednesday of every other month.

*Meeting dates and times are subject to change

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EXPLORE

PRINCE EDWARD COUNTY
VIRGINIA

Reminder!

**Please submit any upcoming
tourism events for us to help
promote!**



<https://tinyurl.com/yc2kv6r7>