Regular Board Meeting Minutes
OTC Board Room
12:00

November 17, 2025 | 12:00 | OTC Board Room

Call to Order: 12:02PM by Afton Griffin, President

Attendees: Afton Griffin, Kester Dingus, Wanda Crawford, Terri McClung, Lisa Sponaugle, Toni O'Brien, Jamie Hale, Patsy Snead, Gary Whitmer, Christine Hodges, McKayla Nobles

Absent: Susan Crowder, Lisa Akers, Jonathan Calloway, Lisa Worley

Guests: None

Consent Agenda Items: All in Favor: Yes
Not in favor: None

Items pulled from consent agenda for discussion: None

Items to be discussed outside of the Consent Agenda:

Partner/Ex-Offico Updates

- Small Business Coordinator-
- Terri said she, Kester and Lori Conner 0f Barnwood Blessings had sat with Gene Mundy on Friday to do a Podcast and it went very well.

- Chamber
- Cash Mob Event dates 11/25 A-Line Bargains
  12/5 Alleghany Highlands Arts and Crafts Center
  12/10 Make-Room Covington
  12/11 The Depot on Main
  12/18 Mountain Field Market

- Ribbon Cuttings 12/3 4:30 Hawt Stuph
  12/11 4:30 Lyriks
  12/19 5:00 Family TreeTs Restaurant
  Holiday Toy Drive for the Christmas Mother - 12/4
  Holiday Home Tour/Chamber Chats - 12/12
  Kriskindlmarket/Chamber Chats - 12/19
  Small Business Saturday Campaign - Completed photos and video of Businesses to run the day of
  2026 Calendar is complete and is dedicated to Jayda Callender

- AHEDC No Update

- Mayor– No Update

- 4-H Extension/Farmers Market-
  Sandy Byer will be helping with the cookie decorating on 12/6
  Will be hosting their Holiday Workshop on 12/12 at the Jeter Watson Center
  Starting to look at the 2026 calendar

Additional Concerns

Kester gave an update on the events/parade on 12/6, everything is coming together as planned and he will be in touch with all the last minute things to be done.

OTC will lead off the parade- this to be discussed by email along with getting parade judges.

The Virginian Review has offered to do a live broadcast during the parade. CW Smith and Julie Lewis will be the hosts.

Trophies have been purchased at Image Express at cost

Big Al will be broadcasting all day on the 6th.

Small Business Saturday is Nov.29th. And OTC has been selected as a Neighborhood Champion. All materials and promotional items will be distributed to the downtown merchants.

Alleghany Foundation has approved $5,620.00 for a summer intern. Kester met with the Executive Director in Lexington to review their Gift Card program which works well for them, however after reviewing how the program works and cost involved he didn't feel it would be a good fit for our area.

Robert Floyd with the Alleghany Cruisers met with Kester to let him know they would like to do more to support OTC. Suggested creating a new event for next fall with a 60`s theme at the Hotel Collins Park.

OTC has applied for a grant from the Peoples Bank Foundation to put in an ADA walkway at the Hotel Collins Park in the amount of $16,250.

OTC applied for a VMS grant in the amount of $75,000.00 to partner with the City to install public restrooms at the park also, total cost $150K.

Next OTC meeting December 15th at 12 Noon OTC Board Room

Motion to adjourn at 1:09 PM made by : Lisa Sponaugle Second by: Gary Whitmer

All in Favor? yes