



**HEART OF APPALACHIA TOURISM AUTHORITY
FULL BOARD / EXECUTIVE BOARD MEETING**

Wednesday, September 9, 2026

11:00 AM – 12:00 PM

UVA Oxbow Center – St. Paul, Virginia

AGENDA

1. Call to Order

2. Roll Call / Verification of Quorum

3. Approval of Agenda

Action Required

4. Review and Approval of Meeting Minutes

Action Required

- July 2026 Full Board/Executive

5. Review and Approval of Financial Reports

Action Required

- May 2026 Financials
- June 2026 Financials
- July 2026 Financials

6. Director's Report, Jeff Hess, Executive Director

7. Operations / Finance Report, Tim Shortt, Operations & Finance Manager

8. Focus Communications Report, Cathy St. Clair, Focus Communications

9. DCR Southwest Region (D6) Report, Chris Fritz, Virginia Department of Conservation and Recreation

10. Locality Reports

11. Other Business

Adjournment NEXT FULL BOARD MEETING Wednesday, December 9, 2026