

OnTRAC Minutes

Thursday, November 13, 2025

4:00pm

Town Hall – Municipal Center

271 Wilkes Street, Berkeley Springs, WV 25411

1. **Call to Order:** At 4:02pm by Executive Director

2. **Attendees:** Ross Martin, Laura Smith, Happy Rone, Mayor Greg Schene, Councilwoman Mary Lynn Hickey, Executive Director Breana Farris

3. **Review of Minutes:** The minutes from the October 9, 2025 meeting were approved by common consent.

4. **Financials:** The financials as of October 2025 were reviewed. It was mentioned that we raised \$5,069.07 from parking at the Train Depot during Apple Butter.

5. **Updates/Info:**
 - Councilwoman Hickey and Director Farris had a Zoom meeting with Jennifer Brennan to discuss the pro bono beautification project the Mills Group created. There are changes that will need made and a follow up with Jennifer's Design Team will be scheduled within the next two weeks.
 - Main Street America is created a map for the 250th anniversary of the United States. Being apart of Main Street through our OnTRAC affiliation, we have the opportunity to potentially get a spot on this map. All we have to do is submit a story in history about our Town to spark their interest. Ross Martin will be emailing us a book about our history to gather information from.
 - Town of Bath Celebration 2026 was mentioned; we still are looking for an area for a mural. We plan to coincide with the Chamber and TBS events next year to try and have an event or project every month, leading up to the Celebration.

6. **Events:**
 - Our OnTRAC Mixer is now being moved to mid-December. Director Farris will be contacting a new restaurant in town, The Crust to possibly have it at their location.
 - Spring/Summer Events for Next Year were mentioned, coinciding with the 2026 Celebration. We need more events/projects and hope to get some interest and fresh ideas at the Mixer. Below is our current list.
 - St. Patty's Bar Crawl, Spring Fling Food Fest, (Checkout TBS & Chamber list of Events)

7. **Projects:**
 - We will be utilizing Lovely Pixels for branding (color scheme) for banners and other projects.

- Deck the Meters is off to a strong start, with a steady flow of applications reflecting widespread community interest and enthusiasm.

8. Discussion/Questions:

- TBS and the Chamber have about 5,000 more maps being made as the interest is still very high.
- The South Morgan Fire Department Carnival has been moved from mid-August to July 14th. Noting in case any events are to take place around that time-frame.
- The Crust had a ribbon cutting ceremony yesterday. It was successful and had a high volume of interested attendees.

9. Next Meeting: December 11th at 4:00pm

10. Adjourn: At 4:26pm by Executive Director

Signature: Breauna O'Neil Date: 1/8/25