

OnTRAC Minutes

Thursday, February 12, 2026

4:00pm

Town Hall – Municipal Center

271 Wilkes Street, Berkeley Springs, WV 25411

Meeting will also be available via Zoom

1. **Call to Order:** At 4:05pm by Executive Director
2. **Attendees:** *In Person:* Chamber Director Happy Rone, Mayor Greg Schene, Councilwoman Mary Lynn Hickey, Sandy Venuto, Laura Smith, Claire Schene *Via Zoom:* Priscilla Jones
3. **Review of Minutes:** January 08, 2026 Minutes were approved by Common Consent.
4. **Financials:** The financials as of January 2026 were reviewed.
5. **Updates/Info:**
 - The group discussed plans for the Town of Bath 250th Celebration and how all 2026 events and projects tie into the anniversary year. The Bath Civic Trust will be contributing funds toward the celebration. Director Farris will reach out to local organizations that expressed interest in participating.
 - Mayor Schene suggested reading a short portion of the Declaration of Independence at one of the celebration events.
 - Mayor Schene and Director Farris will meet with Danielle Parker, Director of the Preservation Alliance of West Virginia, to discuss the upcoming conference and a potential walking tour.
 - Director Farris noted that the Annual Report for the program has been submitted to the state.
 - Requests to the Town of Bath for Hotel/Motel Funding must be submitted by the end of February. Receipts for County and Town funding must be submitted by June to receive previously approved funds. Mayor Schene will speak to the County Commission on behalf of OnTRAC.
 - Greenway Cemetery reached out requesting volunteers; Director Farris shared this during the meeting.
6. **Events:**
 - The OnTRAC Mixer at The Crust was a small but engaged group, generating meaningful conversations and potential partnerships. The committee feels confident participation will grow as the organization continues to expand.
 - OnTRAC continues to plan one event or project per month. The current project is a Valentine's Day Giveaway running throughout February, sponsored by The Renaissance Spa.
 - OnTRAC is collaborating with the MAC Ice House to sponsor the Summer Concert Series in the Park and is exploring sponsorship opportunities with the Berkeley Springs Museum.
 - Mayor Schene discussed the billboard campaign and the promotional items that will be distributed to local restaurants in alignment with the campaign.
 - Ms. Smith invited OnTRAC to collaborate on her Hey Girlfriend Weekend event in June. Director Farris will follow up to discuss details.

7. Projects:

- Councilwoman Hickey is working on three potential grant opportunities related to banners, hanging flower baskets, signage/wayfinding, and additional beautification initiatives.
- Councilwoman Hickey will be selling Town of Bath 250th Anniversary T-Shirts at the May Food Truck Festival.

8. Fabulous Façade Grant Applications:

- Tax information has been received from the State. Mayor Schene and Director Farris will be reviewing applicants within the next few days.

9. Discussion/Questions:

- Mrs. Schene proposed hosting a Lemonade Crawl in early August, where children offer lemonade for donations.

10. Next Meeting: Rescheduled to March 05, 2026 at 4:00pm

11. Adjourn: At 4:50pm by Executive Director.

Signature: _____ Date: _____