

OnTRAC Minutes

Thursday, January 08, 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 4:03pm by Executive Director
2. **Attendees:** Ross Martin, EDA Executive Director Lynn Goodwin, TBS Laura Smith, Councilwoman Mary Lynn Hickey, Sandra Venuto, Mayor Greg Schene, Executive Director Breana Farris
3. **Review of Minutes:** November 13, 2025 Minutes were approved by Common Consent.
4. **Financials:** The financials as of November 2025 were reviewed.
5. **Updates/Info:**
 - Mayor Schene will be finalizing our submission to Main Street America for the 250th Anniversary Map.
 - Executive Director Farris mentioned Hotel/Motel Funds need used by June 2026. She will organize a list of expenditures to submit to Morgan County and Town of Bath.
 - Leading up to the Town of Bath 2026 Celebration, we are planning at least one event per month. Ideas were discussed and there will be an attached sheet listing the events that are planned.
6. **Events:**
 - Executive Director Farris reached out to The Crust for our OnTRAC Mixer we've been planning. The date of January 30, 2026 between 5pm-7pm was set, pending restaurant approval. Invitations will be made and distributed.
7. **Projects:**
 - Councilwoman Hickey has corresponded on a possible grant for \$9,500 for banner, flower pots and any other attachments or items needed. She is now investigating potential vendors to purchase these items from. Lovely Pixels is actively working on our branding.
 - Executive Director Farris spoke about the Deck the Meters project. It was very successful and had three contest winners who will receive certificates and prizes.
 - It was decided the OnTRAC would sponsor the Make it Shine National project this year.
 - Mayor Schene is looking into renting a billboard on the South side of the County. Lovely Pixels will be designing the layout as well as "packages" for the businesses in town. The focus will be, "Serving the Best Coffee Since 1776", this helps promote our water as well.
8. **Fabulous Façade Grant Applications:**
 - After we receive more information, we will be reviewing the applicants and informing them in February.
9. **Discussion/Questions:**
 - Mr. Martin mentioned a potential grant opportunity with Rural Health. Some funding provided by this grant could be used for transportation.

- Ms. Smith asked about the BDA's scavenger hunt they had created. Executive Director Farris does have copies of the scavenger hunt and plan to change and utilize it in the near future. It was mentioned to add a photo-op station at the cherry tree that George Washington "didn't" cut down.

10. **Next Meeting:** February 12, 2026 at 4:00pm

11. **Adjourn:** At 4:58pm by Executive Director.

Signature: _____

Date:

January:

- OnTrac Mixer - Crust
- January 30th, 2026
- 5pm-7pm
- Buffet - Bre will reach out Crust to confirm – Emailed Denise 1/12/26
- Page Needed on Website - OnTrac Page only

February:

- Valentine's Day Giveaway
- February 1st-28th, 2026
- Subscribe to Future Newsletter on the Website and be entered
- Bre will reach out to Spa – The Renaissance Spa is sponsoring
- Spinning Circle for subscribers and live video on Facebook for winner
- Post video of winner on Website
- Page Needed on Website - OnTrac Page only

March:

- St. Patty's Bar Crawl or other event (Different Ideas)
- March 13th, 2026
- Map of Participants to print and on website
- Bre will reach out to restaurants to see if they can come up with drink – 1/12/26 working on a flyer to handout to businesses. Sandy has it to “spruce it up”.
- Need names and pictures of drinks for website/FB to advertise
- Page Needed on Website - OnTrac Linked

April:

- Make It Shine Event – Emailed Beth to let her know we will sponsor it 1/12/26
- April, 2026
- 9am-12pm
- Merch to print and on website from Make It Shine Event website
- Do not park in the gulleys
- Page Needed on Website - OnTrac Linked
- Volunteers needed to handout supplies & waivers

May:

- Bath250 Founding Flavors Food Truck Festival
- May 29th, 2026
- Setup 3pm-5pm, Food Fest 5pm-8pm
- Lovely Pixels - making the branding (signs, FB, etc)
- Need Tables and Chairs - possibly the churches
- Page Needed on Website - Need branding for website - OnTrac Linked
- Porta pots – Sandy to reach out to AC&T
- Volunteers needed for cleanup and sit at info table; sell T-Shirts

June:

- Taste of Town Desert Vendor Fair
- Date TBD
- Pie Eating Contest
- Going to OnTrac in Feb
- Page Needed - OnTrac Linked
- Porta pots – Sandy to reach out to AC&T
- Volunteers needed for cleanup and sit at info table; sell T-Shirts
- Desert Only Vendors + Retail Vendors

July:

- July 4th Celebration
- July 4th, 2026
- 12pm-6pm
- Duck Race in the Park
- Community Pot Luck
- Need Face painter for the event
- Same day as Air Force Band and Summer Ice House Concert
- Page Needed - OnTrac Linked