

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
February 23, 2022

1. Call to Order

Meeting was called to order by Bob Baird, Chairman.

Present: Bob Baird, Lisa Caswell, Warren Veazey, Dee Strauss, Jeron Hayes, Becky Stewart. Also present were Nick Minor, Director of Economic Development & Tourism, Kim Wilson, and Roan Grapes

Absent: Dave Hall

2. Public Comment: There was no public comment.

3. Election of Chair/Vice-chair

Bob Baird nominated Jeron Hayes for Chairman,
Vote taken by raising hands, all raised hands
Warren Veazey nominated Bob Baird for Vice-chair
Vote taken. All members vote aye. Motion carried.
Jeron Hayes will assume duties as of March 2022.

4. Approval of Minutes for January 2022

Correction noted by Becky Stewart, she seconded motion for minutes approval at January meeting.

Warren Veazey noted that he was not listed as being late at last meeting.

Motion made by Dee Strauss to approve the minutes with 2 corrections.

Warren Veazey seconded.

All members vote aye, chair votes aye. Motion carried.

5. Member Reports

Becky Stewart would like to have added to website calendar, the opening of the Farmers Market on April 30th, the King George Garden Club plant sale on the 30th at the Farmer's Market and the James Madison Garden Club plant sale at St. John's on the 30th and kite day on March 26 at Backporch Vineyard. Link to Business Event not working.

Lisa Caswell- Hotel is quite busy, getting inquiries for weddings and family reunions. Getting couple of new restaurants in the area, would like confirmation. Jefferson Group coming in March.

Nick Minor- Engineering firm has submitted site plans with the name Chipotle on it for county review, not real until they start moving dirt. Chic-Fil-A has not submitted any site plans as of now.

Jeron Hayes- Base still at health condition Bravo plus, limit on number of people for indoor gatherings. Cases are down so possible that will change in next few weeks. Still a lot of teleworking. Decreased traffic. Finished 2-week security exercise. NSWC will be getting a new commanding officer in April.

Dee Strauss- King George County Schools will have a Job Fair on March 5, 2022, from 9am-12pm at KGMS. Multiple positions open, especially teachers. March 10 at KGHS put on by all schools ITL will be Steam Night, free spaghetti dinner starting at 4:30, Steam activities put on by local businesses and CTE teachers, 5-7pm. Adams Family is spring musical May 4-7, spring sports have begun, Skills USA will go to regionals this Friday, and DECA will go the state next weekend, and HOSA will go to state convention the following weekend in Williamsburg.

Warren Veazey- This Saturday is the Dahlgren Half Marathon, there are 175 runners. Still clearing fallen trees. March 12 is the Sheetz 2 Sheetz race; this is sold out. Current issue is parking for Sheetz 2 Sheetz due to construction of dealership has made path from parking lot to Sheetz a mud pit.

Bob Baird- KG Historical Society will ramp up in March, third Thursday is next meeting, Sunday is the anniversary of the signing of the Leedstown Resolution. Exit offices opening 2 new branches, one in Bayberry, Mr. Baird will be moving to that office and plans to place brochures for the county in the office.

6. Funding Applications:
 - a. Independence Day Celebration
 - b. Christmas light replacements

Warren Veazey asks for update on how much money is available.

Dee Strauss asks if Strategic Plan has been approved by Board?

Nick Minor- No, in budget process before approval

Becky Stewart- Do we have a set budget? Do we know what that number is?

Nick Minor- We get allocated \$92,000 a year and have to subtract Roan Grapes' salary and grass cutting for the median. Left with approximately 42,000 for the year. Year ends June 30.

Discussion continued around the total dollar amount of requests.

Nick Minor- suggested that monies for Parks & Recreation requests could be taken from the TAC general fund rather than the allocation. In the general fund there is well over \$500,000.

Discussion around the use of general funds for Parks & Recreation.

It was suggested by Dee Strauss that both applications for Independence Day and Christmas lights come from general fund so does not impede TAC ability to function.

Noted by some members that Parks and Recreation projects are for King George, not appropriate for tourism funding. Parks & Recreation needs to increase its budget to include funding for these projects. These projects are for the county not tourism.

Discussion around how money for these is budgeted and potential for visitor draw.

Question if these can be tabled until Parks & Rec can be here.

Dee Strauss made motion to approve \$38,000 from tourism reserves For Parks & Recreation Independence Day and table the Christmas light request.

Discussion related to county vs. Parks & Recreation for cost and budget, and sponsorship.

Jeron Hayes seconded.

All members vote aye, chair votes aye. Motion carried.

Order of review changed.

c. Preservation Northern Neck & Middle Peninsula Guide

Asking for \$1500.00 for assistance in publishing the Guide. We have done this in the past. We are included in the guide.

Warren Veazey supports this but thinks we should increase the request to include an extra \$300.00 to purchase 10-15 books which could be given to venues like hotels or Belle Grove.

Dee Strauss made motion to approve \$1500.00 for the guide.

Becky Stewart seconded.

Dee Strauss amended her motion to approve \$1500.00 for guide and additional \$300.00 for the purchase of guides for the county.

Becky Stewart seconded.

All members vote aye, chairman votes aye. Motion carried.

d. Jazz in the Country

Jazz in the Country is requesting \$20, 000.00 for marketing of the 3rd annual Jazz in the Country Festival.

Joan Waters presented overview of project and marketing for project.

Nick Minor suggests that she get quotes and who will run radio ads and when and the cost. For printed material, who and what will be printed and , schedule for boosting social media ads, video proposals.

Bob Baird wants to make sure that King George is tagged to encourage visiting King George.

Members want this request tabled until next month.

e. Bell Grove- King George Tour of Historic Sites

James Madison Belle Grove Foundation is requesting \$10,015.00 for marketing and printing of maps and catalog for the first annual Tour of Historic Sites.

Event will take place May 8-15. Have 4 sites that have said yes, waiting on Hanover with Brunswick Parish and St. Paul's. Will have brochures with maps. Overview of event given by Michelle Darnell.

Some discussion regarding how proceeds will be donated and the cost of the tickets.

Nick Minor requests solid list of participants before this project is presented to board.

Jeron Hayes made motion to support this event with \$10,015.00

Dee Strauss seconded.

All members vote aye, chair votes aye. Motion Carried.

Nick Minor reports on the Business Series Event, it is a quarterly networking event. Marketing and new customer growth with regional speakers. Business Appreciation event in May is part of this. Please share.

Vision is to help local businesses and draw attention from regional.

Discussion about the Chamber of Commerce not active currently.

Becky Stewart made motion to adjourn, Next meeting being on March 23, 2022.

Dee Strauss seconded.

All members and chair vote aye. Meeting adjourned.

Minutes submitted by: Roan Grapes, Administrative Assistant

Minutes approved: 3-23-2022