

King George County Tourism Advisory Committee Meeting Minutes

February 24, 2021

1. Call to Order.

Meeting was called to order by chairman, Bob Baird. The meeting is being held virtually and open to the public to make comment.

Participating virtually are Bob Baird, Jeron Hayes, Warren Veazey, Dave Hall, Dee Strauss. Also present are Nick Minor, Kim Wilson, and Roan Grapes.

Guests present - Chris Clarke, King George Parks and Recreation and Kristen Loescher from Arsenal Events. No other public is present.

2. Public Comment- There are no public comments.

Minutes- Approval of last minutes are tabled to the next meeting.

3. New Business-

a. Applications

i. Supplemental Guide Signs-

Chris Clarke- In the past, Annie Cupka and I have spoken about having supplemental signs for our parks, the brown signs that you see to provide direction to parks...We don't have any for our parks. I was finally able to get pricing on the signs, the program has been sublet to another company ,

2 for Sealston, East and West on route 3, and 1 at the school park that will point you back to the park entrance.

For Barnesfield- North & South on US 301.

For Cedell Brooks Jr Park- Has the most signs, North and South on US 301 and E and W on route 3, both ends of Ridge Road to point you to park behind the convenience center.

There is an application process, \$250 application fee per sign, we pay for construction and installation and as a government entity we do not pay for upkeep cost. Individual vendors like wineries pay an annual fee. So, the estimated cost is just under \$40,000.00 to install these signs and have VDOT legal signs. We have visitors visit the county also residents who can't find the parks. For Sealston, we give out the address of the school because you can see the school and keep driving. If you don't know where Cedell Brooks park is, you may never find it.

Barnesfield is the only one you might stumble on and find. The goal is to assign these three parks and get them highlighted , then when Wayside re-opens in 2023 or 24 will also get that one assigned. Any questions?

Bob Baird - What about signage on 218 for Sealston?

Chris Clarke- I considered that but I don't believe there's enough traffic there, and try not to go completely thru the roof, most people coming to Sealston are coming from route 3.

Warren Veazey- Everybody coming from north with map programs finding the shortest way will send them down 218. We get (?) the caboose we are finding that of 30 % of traffic coming on 218 is out of towners. I understand not wanting to bust the budget and that is my one concern for this amount, but I would consider adding sign on 218 in the future. Don't know what's in the annual budget.

Bob Baird- That's a separate issue, my question is how do we come up to 40k with cost of signs 2700, so 4000 dollars a sign? How are we arriving at 4000 per sign?

Chris Clarke- They are the large reflection,

Bob Baird- Sole source?

Chris Clarke- Yes.

Jeron Hayes- It's basically one shot for us.

Chris Clarke-yes

Bob Baird- Nick, do you have in budget number for us, how much do we have in the bank, how much will we get this year?

Nick Minor- We have spent \$96,687 year to date, majority is tied to 300th anniversary and the other portion is tied to salaries, remaining we have \$62,348.92 for this fiscal year until July. July is start of new fiscal year.

Warren Veazey - That leaves 20k for four months.

Nick Minor- We have a large reserve but comes down to what board approves whether we dip into reserves or not. We still have 62,000 to use this year.

Bob Baird- This \$40,000 investment is one time and will be maintained in perpetuity or is it a 5 year or 10-year contract or what. I like it being in perpetuity, but I am nervous.

Chris Clarke- Information reads it is in perpetuity.

Bob Baird- Do we have long term agreement with VDOT that they will remain there? What is the life of the VDOT agreement?

Chris Clarke- Tied to the life of the(garbled)

Dee Strauss- Bob, I don't think you need to worry about that.

Jeron Hayes- if they do road work, they will move signs?

Chris Clarke- Yes. The signs will not go bad, damage is their expense not ours.

Warren Veazey- Back to money question, we have spent 96,000, majority is salaries?

Nick Minor- Year to date as of 12/31/2020 we spent \$8,639 for salaries and\$ 59,542 for professional services, that's the bulk of it. Fireworks were \$ 30,000 and chunks for each anniversary event.

Warren Veazey- Can assume another 8 or 9000 for salaries for the next six months, now were at 54,000, that leaves 14,000, how about we approve this and ask board to take out of the capital savings, reserves?

Nick Minor- The reserves, if we approve this, the issue is not that we don't have the money but the process by which we take it out, does it come out of the reserves and we can handle that at the board meeting or before, we have two weeks before the board meeting and if we need to allocate funds over beforehand we can and as far as salaries, we will pay salaries so if we have to pull from reserve shouldn't be an issue. Pretty sure they will make exception for the signs and the other applications will probably get funded.

Bob Baird- What does anyone else think, any questions, or comments? Anyone prepared to make a motion?

Dee Strauss- I think that the signage is very important piece to add to our tourism of the county (garbled) Cedell Brooks Jr. Park, (garbled)

Nick Minor- If I could make one comment, this from a larger perspective is this an expense should we take up in either in next TAC meeting or strategic planning, should we take this up for new wineries or new brew or attractions like this, so they don't have pay for this cost, the estate at white hall pays for their signage, but if this is a cost that we can occur up front...

Chris Clarke- Wineries, marinas , private do pay an annual fee based on the size of their sign.

Dee Strauss- That's part of their operating expenses and I do not think that our funds should be used for that.

Jeron Hayes- What if they go away, we have invested all that money I'm all for this I think you have to have these and (garbled) in the future, this is the right way to use the money.

Dee Strauss- I am in agreement.

Warren Veazey- I make motion to approve as submitted and put a note in there that supervisors take it out of the reserve funds.

Jeron Hayes- Second.

Bob Baird- We have motion and second to fund request for signage to bring people to our parks across the major highways. And we are proposing that this be funded from reserve funds as this is a 1-time capital expense with no maintenance and be forwarded to the board. This includes maintenance as part of the contract.

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

Bob Baird- Laurie Schlemm has joined the meeting. Welcome.

4. Old Business

Bob Baird- Next item is the Trail Series, Kristen Loescher of Arsenal Events. What do you have for us today?

i. Trail Series

Kristen Loescher - I am assuming that everybody has received the information I submitted for the different things on what we want to purchase for the trail series, the idea is to draw visitors to King George county year-round, by having 4 races in our series we are hoping to get repeat customers and knowing that 3 of the 4 races are ½ marathon or longer it is a huge opportunity to get people to travel. The race we hosted this weekend, had a lot of out of towners, we had someone register from Utah, who wasn't able to make it because of the weather. We had someone from Tennessee register. So, another thing that I think is exciting is, people are hunting for in person races. And this is something that feel like we are able to execute safely, and Virginia has increased, and governor has said races can go up to 1000 persons in waves of 25. Feel like there is an opportunity for growth. Trails are beautiful, you guys in King George are so lucky. We have a race series in Stafford, and we have worked with Economic Development in Stafford and we know that it has brought in out of towners for that series, were really excited about and passionate about and we are looking forward to working with you guys, shout out to Warren and all the volunteers and friends (garbled).

Bob Baird- Thank you Warren , would anyone like to add?

Warren Veazey- I think I love Kristen's idea of trying to flip flop and having races at the Walmart, allowing people stay at hotels, have restaurants there, you'll have to (garbled)or have 50 k to get to the caboose, that's the only

downside. Parking at one end the caboose at the other. Switch to biking, easier to have people bike 32 miles, or do (?)athelon.

Kristen Loescher- Something we want to explore, we want start at the east end in 2022 for at least the 50 K, and 3/8 half in August because there's so much parking, hotels, there's food there's everything they need, and we would pull from southern Maryland.

Bob Baird- Who has some questions?

Dee Strauss- Where will all stuff you're purchasing be stored?

Kristen Loescher- it will be stored in our garage, and our unfinished basement. So that anything that we feel cannot be stored outside, like banners, anything that has possibility (garbled) but even the hards, plastics and metals. I have attached photos of those areas.

Dee Strauss- Is it my understanding that recurring expenses would be \$6000 annually or is that not the case?

Kristen Loescher- if you are looking at metals, something we were hoping that this grant would cover moving forward, is significant expense for races, want to make sure the races are profitable, the metals we would love to do for 2022 is have front of train & back of train and 2 cars in between, would go from first race to the fourth. Moving forward, another thought is a shield shape, puzzle pieces that fit together, (garbled). collect all four races.

Dee Strauss- So the \$6000 to aid in promoting the 4 races in 2021, are you including the metal expense as part of the promotion? Looking at #8.

Kristen Loescher- So the 6000 is strictly for metals, it is one of the promotions. So, we need series prizes. That is one way we want to promote King George. Look at the pictures of the Dahlgren half they are holding metals with the banner behind them.

Dee Strauss- Not being a marathoner, but appreciating that people like to show those off, that's part of the experience, if custom metals per race, but that whole expense will be part of the swag, that \$1500 per race totally \$6000 for all four races.

Kristen Loescher- Right, they would receive a metal at each of the four races, and then at the end so the people who complete all four would get a series metal this year and plus the series gifts. If we do something different next year it could be the four metals pieced together then we could do away with a series finisher metal because by completing all four they have their big metal.

Bob Baird- I'm looking at request sent I see a lot of detailed breakdown of various types of things you are spending money on, but looking for the actual summation of request, I see projected income, I don't see(garbled) where you are summarizing it. Could you provide us a summary?

Kristen Loescher- It should be on the application.

Dee Strauss- The application asks for \$14,425, \$6000 for metals, \$8425 for signage and A-frames, banners, etc. Also, sweatshirts included in that, I think.

Bob Baird- And that is for the four-race series for one year?

Kristen Loescher- Yes. A lot of those items will be used year after year.

Dee Strauss- So is our recurring cost, if we're going to pay for upfront cost for signage and barricade covers and the first year of the metals, In the future, is it the county or the community's responsibility to pick up the tab on

the metals or does that come from the profits you earn from the race when everybody's putting \$70-80 to be part of the race?

Kristen Loescher- That's usually a race expense, we could do a metal that's not as nice and save a lot of money, it's my job to grow my races and draw people to King George county so part of that is investing in nicer metals. I was partially modeling what we have done with Stafford county in that they would basically (?) series metals. (garbled) that's right. Stafford county has invested in us because they wanted to draw additional people to Stafford county for sport tourism.

Bob Baird- First year cost, you are asking us to pick up entire cost including the metals, if we were to pick up advertising costs, meaning the signage throughout, couldn't the metals production be funded out of the race costs, maybe we contribute something toward design or something, but production comes out of race cost.

Kristen Loescher- We have designs ready for the metals for 2021, we paid for a designer for the race logo in the King George trail series, so design wise we are all set. I will be grateful for whatever you determine is fair.

Bob Baird- What do you all think?

Warren Veazey- I think it would be a lot easier to sell to the supervisors that we are helping with things that say King George on them as capital expenses versus a one-time give away. But its what the board thinks the power of the board.

Nick Minor- Application will go as is, but the TAC will make recommendation as to what you will or will not fund and staff will make recommendation as to what we support then the board will make the ultimate decision. It won't go modified; it will go with the TAC recommendation that you agree with. If you agree all marketing expenses and you'd like to take out the metals, then that will be TAC recommendation, and boards decision.

Dee Strauss- I like the idea of the metals and the series where they connect, but I think they should be Arsenal Events expense for that. I am for this, but I think that expense should be paid for on your part. That would be my suggestion.

Jeron Hayes- I agree with that and the rest of this is the gift that keeps on giving, but the metals there can be a sponsorship for them but probably not for TAC to take.

Kristen Loescher- For the series metals this year and then the series finisher gifts since it would have the King George Trails Series logo on it?

Warren Veazey- For the people who finish four, you have to guesstimate, but I'm thinking 20-30 people at most.

Kristen Loescher- I am thinking 20-30. We would like to order 50 of the sweatshirt/t-shirt combos to distribute to other people, influencers. We live in a social media world right now so we are getting a group of people who will be Arsenal Event ambassadors. (Garbled)

Nick Minor – I think that has a lot of value.

Jeron Hayes- I agree.

Dee Strauss- I think that has value and that could be added that was \$1500, I think.

Bob Baird- Signage and such as a capital expense that can be used over makes a lot of sense, adding sponsorship for t-shirts and sweatshirts with King George logo makes sense so its just the extreme cost of the individual metals.

Kristen Loescher- They're expensive, we spent \$1502 for Dahlgren half metals, people (garbled) so we are seeing more interest in the races.

Nick Minor- Kristen, the metal you're talking about is a 4 or 6 race piece that's the total metal fits together to make one metal if you finish every race?

Kristen Loescher- that's for 2022, for this year it's the launch of the series, generating buzz, so every race is purchasing it's individual metal but then for next year and again I would bring it to you guys, if it is something that highlights King George would it be something you would give grant funds for especially if it was in the shape of King George, grateful for any support.

Nick Minor- When it comes to branding, it is something that is very valuable but whether it's something that the county will pick up will be up to the TAC and the board decide. Something like that is very unique and if we fund and Arsenal not taking over the trail series in 10 years and we're funding this, maybe we can keep going if they take that from the county. But if Arsenal is paying for this. If this becomes 15–20-year event, that's going to be a collector's item for decades.

Warren Veazey- This is the 14th year of our races?

Kristen Loescher- 13th year for the Dahlgren half, unlucky number 13 due to snow and ice.

Warren Veazey- It's the 14th for the 50K.

Kristen Loescher- To speak to longevity, we will be around for a long time, that we survived 2020 is miraculous but we will definitely be around. Learned a lot of lessons and you'll see us around for a long time.

Bob Baird- Want to clarify where we are at, funding the signs, funding some of the metals for the first year, where are we at?

Warren Veazey- I'd like not to make a motion since I am involved.

Dee Strauss- I make a motion to forward this Arsenal Events application recommending , that \$6000 for the metals not to be included this year, but \$1600 be included for extra swag as noted #7 on the application, \$8425 for signage, banners, a-frame, custom mile markers as noted in application.

Bob Baird- Do you have any idea how much that total would be?

Dee Strauss- \$10,025 dollars.

Bob Baird- Dee has made a motion for \$10,025 to fund various advertising materials and signage as indicated.

Jeron Hayes- I second that.

Bob Baird- Any further discussion, all in favor?

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

Thank you, Dee.

ii. Outdoor Adventure Day-

Laurie Schlemm– This is pretty simple and straightforward, and I did sent Nick an outline. This is the first-time introducing Lake Caledon and dirt trail together. And I think this is a venue that other counties will not have, Lake Caledon has a tremendous amount of parking for different types of activities, we have the lake and then you put

the trail that goes through the center of it and makes for a wonderful day for everyone who wants to come out to walk, hike or bike and that's what this is all about.

That outline does not have Caledon in it, because we kept postponing moving forward because of the strict regulations the park has to follow. So, we made a decision to go forward and the friends of Caledon support this, and Caledon State Park will market it and will still have something that deals with the history of the caretakers' house and the gravestones that are in front of the house, so we will market that and then they will send people over to Lake Caledon. Asking is very minimal right now, you have the figures in front of you and I would like to know where we stand right now in supporting this King George Outdoor Adventure Day?

Nick Minor- For everybody's reference what she sent me is in the attachments. Her expenses are all the way at the bottom.

Laurie Schlemm- You originally approved the grant for \$6100, I brought down \$2445, but I know there are some things in there that you don't support as far as tourism committee does, so out of that \$2445 if I could have something, not me personally but Friends of Caledon, anticipate this to be a fantastic event that we hope to have in the fall, and we will go from there. I can explain it to you if you have not had a chance to look at it. Down by the lake, to bring in the two local wineries and a brewery, there will be scavenger hunt that takes them through Lake Caledon onto the Dahlgren Railroad Heritage Trail and back around and the people who complete the hunt do get prizes of leftover swag and t-shirts from local activities, I found a site called Soldier Socks, so for every pair bought, 1 pair goes to troops everybody wins. This is a fund raiser. Are there any other questions I can answer?

Warren Veazey- This is in September not related to the event we are having for Earth Day in April?

Laurie Schlemm- This is April 17, coincides with earth day, that we are going to have environmental specialists for kids' activities that basically to take a hike with these specialists to see the birds and waterfowl, and what you're looking at, the trees, the eagles trying to incorporate education, history and just the great outdoors people can bring their bikes, their dogs. Have wine at end of day, the dirt, the bonfire, will have bike shop there, were trying to tie up the details.

Jeron Hayes- Nick can you help me. I'm looking at this document, what is the total they are looking for today.

Laurie Schlemm- That's ok, I anticipate all of our (?)

Nick Minor- The original application that was approved that event was canceled she is modifying this to be a little bit smaller, on a different date so I wanted her to speak to you first before we cut a check for \$6100, so I think Laurie is saying we are doing something different from what we originally approved and I was going to make a recommendation that Laurie fill out new application with these details on it and then come back on our next meeting date, and with that formal request with exactly what you're doing and who will be involved, the same process as Kristen, but wanted to give you guys a heads up that she is changing it. This is what she is changing it to and giving her a path and a recommendation to move forward.

Bob Baird- If I may summarize, sounds like because of chain of events, that the Friends of Caledon are finding it necessary to amend the planning for their event you're giving a heads up that you will come back with amended/corrected application so we can actually continue support to some degree the activity recon it has changed from.

Nick Minor- Wanted to give Laurie the opportunity to tell you herself rather than come from me, so she could give you a breakdown of here's where we are and here's what we want to do.

Bob Baird- What's the timeline Laurie, I missed the date.

Laurie Schlemm- Really soon just flatly tell you that the maps, the promo materials, the signs, and the awards come to \$1050. Which is so much smaller than we originally were planning, if I can get some sponsors to take care of others. I know Virginia Farm Bureau was looking at supporting us especially because I need to get insurance, 1 day insurance for this event. So, everybody is very excited about it and until I knew where I stood today, that will tell me which direction I need to go.

Jeron Hayes- So this is April 17th. She's looking at six weeks.

Nick Minor- Our next TAC meeting is March 24th. Unless you guys want to hold another meeting before then.

Jeron Hayes- So let me make sure I understand this, did we already agree to support the event that got canceled or postponed, correct.

Nick Minor- Yes.

Jeron Hayes- Ok, so if we have already approved that and its more than what she's asking for, can we not say yes today so she can move forward, there's no way we can wait another month if were going to help her out, she needs to know if we can tell her one way or the other, I think.

Dee Strauss- I agree with Jeron, Laurie needs to move very quickly and if did approve something and it is more money than she is asking for right now, that should be a no-brainer, give her the money.

Bob Baird- My only hesitation, as a planner as well, is I would love to see a one-page revised scope and schedule with a revised bottom-line number of anticipated expenses she's asking for and I'd be.

Dee Strauss- There it is, it is the one pager it has everything that Laurie just went over including all the expenses port-o-johns- \$350, maps and promo materials- \$500, social media person- \$500, signs- \$400, insurance- \$350, awards- \$100, water- \$75, and trash bags and PPE- \$120, with a total of \$2445.

Bob Baird- Ok, am I hearing a motion, that we proceed with supporting this event as revised?

Jeron Hayes- I motion that we approve this so Laurie can get a good night's sleep tonight.

Warren- I second.

Bob Baird- We have a motion and second to recommend to moving forward with support of King George Outdoor Adventure Day as revised for \$2445.

Dee Strauss- \$2445.

Nick Minor- Before you guys make the final decision on this, I want Laurie, can you please supply a formal application of what you went over today so that we can have documentation that there has been amendment and vote as well as to what we're funding. Also, if you guys want to pay for the insurance side of this, make sure we make it clear what you are voting on, are you guys supporting the entire request? Or certain elements of it. I just need some clarity on it so when she writes up the application and it has been amended, we know exactly what we are supporting, so that's my only comment.

Jeron Hayes- So Dee read all those items that were on the list. So, read them again just so everyone is clear.

Dee Strauss- 3 port-o-johns at \$350.00, maps and promo materials at \$500, social media person at \$500, signs at \$400, insurance \$350. Take out the part about the alcohol. Awards at \$150, water at \$75, trash bags and PPE at \$120 for a total of \$2445.

Bob Baird- My understanding of the motion is to support funding those items as read. Am I correct Dee, does seconder agree?

Dee Strauss- Yes.

Jeron Hayes- Yes.

Bob Baird- Motion and second to support the funding of \$2445 as Dee read, and Nick has requested we get a nice clean application so the board can understand it, can we authorize Nick to work with Laurie to turn this into a formal application so we can move forward?

Nick Minor- Absolutely.

Bob Baird- The committee agree.

All in favor- all members vote aye, chair votes aye, motion approved.

iii. Caroline County VTC grant match.

Nick Minor- Give me one second. This is a request from Caroline County to essentially to make up lost funds that was not rewarded from joint VTC application that we received from the state, if you have questions fire them off.

Warren Veazey- This is the final VTC recovery.

Nick Minor- Yes exactly. We applied for an application for whatever marketing dollars we spent last year and so as a joint application with Caroline County to recover the funds we put into the magazine so what Caroline is trying to do is parley that money we put into the magazine into additional money to pay for digital marketing, pay for the 2022 magazines along with the digital campaign for the 301 corridor. I believe the request is \$5000.

Bob Baird- Just to reaffirm ,this has been an ongoing project that we have supported, correct Nick?

Nick Minor- Yes. She is going to come to us again for the 2021 request, but this grant is going to pay for it, 2020 magazines are going to be reused for 2021 and 2022 magazines will be paid for with this grant and use the additional funding to run digital advertising campaign on the 301 corridor.

Warren Veazey- So where are we putting the brochures , isn't the visitor center closed due to bridge construction?

Nick Minor- Yes ,the ones we paid for in 2020 have been dispersed but the ones we have within the county still need to be dispersed. If that makes sense. Since the visitor centers have been closed, I don't know how many we have in those centers. I know how many we had given to us; I know how many Caroline County gets. The ones that we get we are going to use this year. It will have some of the 300th Anniversary stuff on them but the magazine is essentially the same every year unless something changes.

Jeron Hayes- The museum which is the visitors center is open but only Friday, Saturday, Sunday because of Covid. And people still come in to use the bathroom.

Nick Minor- I apologize, I feel like this is not very clear.

Warren Veazey- We need to position ourselves for when the new bridge is open, and we get flooded with 3 times as many cars coming through.

Nick Minor- This is a 2022 marketing campaign not a 2023 or 2024, just be for next year's marketing dollars.

Warren Veazey- The bridge is slated to be open late 23 or early 24?

Nick Minor- Yes correct.

Bob Baird- Ok, so we have been co-partnering with Caroline County on this for a couple of years it is an ongoing expense, I think Nick explained that we are going to have reduced cost per magazine because we are reusing unused stock. Redirecting the same level of funds into a digital marketing campaign supporting the same effort.

Nick Minor- Print and digital.

Warren Veazey- I think this is exactly what tourism funds should be used for. So, no problem with that.

Jeron Hayes- Agree.

Dee Strauss- And was the total \$5000.00, is that the amount? I'm for that.

Dave Hall- I'm in. I think Warren is right this is indeed what we should be spending on.

Bob Baird- Do we have a motion to recommend funding \$5000 for this joint venture with Caroline County?

Warren Veazey- I make that motion.

Jeron Hayes- Second.

Bob Baird- Any discussion? Hearing none, all in favor?

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

Nick Minor- I'll be sure to give you an update as we work with Caroline County so you know where we stand and where the ads will be and other stuff. I believe that's the last item on the agenda, but I did want to run something by you guys, I have a draft of our tourism strategic plan survey that I will send you guys following the meeting, so my plan is to get your input and any questions you would like to see there or see modified send changes or edits over. Not going to wait for the March 24th meeting before I send them out. Once I have a finalized survey, will test on county staff, the 250 county employees, get their responses look at the data and make sure it is what we want to see and then release to public for one to 1-1/2 weeks. Once we have that data back, that's when we will schedule public meeting to go into that portion of the strategic plan.

Bob Baird- Does anyone have questions for Nick on that? No. Ok, does anybody have anything else to bring before the committee?

Jeron and Dee- sharing baby news.

Nick Minor- Bob, I do have one more thing, last November you all asked me to put together proposals for a tourism video, associated with WanderLove campaign. I did get 2 quotes but put on hold because the weather wasn't right and not a good idea to do tourism videos in winter or late fall. But we are coming up on spring quickly and so what I would like to do is have these proposals renewed, and I would like to do is put together a small committee of you guys to actually listen to these proposals or I can have them do presentations for the entire TAC committee at the next meeting if that's how you want to do it. So, we can do this as small committee or as the entire TAC. Don't want to do two proposals back-to-back, don't want 2 companies at same meeting. Jus to get your feedback(garbled)

Warren Veazey- As long as it is after the March 13th break. A little more free.

Bob Baird- Are we looking at 2 or 3, what are you envisioning Nick.

Nick Minor- At the most 3 presentations and not back-to-back unless you guys want it.

Bob Baird- I will offer my personal opinion here, I am not in favor of doing something like this for zoom meeting, one, you don't get the interaction, second too many technical errors that can arise; whether it's the full group or a subcommittee, or whatever, I don't see why a basic presentation should take over 30 minutes, plus some Q and A. I would propose holding a face-to-face meeting and block, this will be an extended meeting maybe outside 3 hours but give everybody 35-40 minutes and then kick them out of the room and go to the next presentation make it an executive work session at least the initial presentation. What does everyone else think?

Jeron Hayes- I agree about in person, I think that's better. I don't know if it works for anyone else, but I can probably make it work.

Dave Hayes- Would we do it in board room?

Nick Minor- Yes, we could hold it in the board room or we, if all of you are involved, we would do it in the board room, but if just a handful of you guys, we could do it in the Quesenberry conference room.

Bob Baird- I would personally like everybody to be involved that's willing, honestly, if we could hold it at 5 o'clock so we don't intrude on people's day too much, if Nick's budget will stand for some sandwiches for the committee, if not I will host and have a work session, hear 3 presentations and done.

Jeron Hayes- works for me.

Nick Minor- I tell you what we have a lot going on, we have our regular scheduled TAC meeting and the tourism strategic planning meeting and then we would like to try to squeeze this proposal in, so do we want to shoot for late march early April or do you want to go further into April, then they could shoot video, once we know who were working with, they could probably shoot the video from May to June or July that time frame everything will be in full bloom. So, we have some time, so April we can probably set a date for looking at proposals.

Bob Baird- I think it will take people time to put together a proposal so were probably going to be pushed to April anyway before holding a meeting.

Dee Strauss- Nick, you said you have proposals, you just need to update them, correct?

Nick Minor- Exactly. So, I am going to reach out to the contractors that I talked to and we are ready to shoot this thing could you get a proposal ready by early April, mid-April, update your proposal and we'll work that way.

Dee Strauss- What if we shoot for the first week of April to have that kind of a work session but not on a Wednesday? Not if its going to be in the evening.

Bob Baird- the first full week of April is Easter week, and may not be real good unless end of week, I don't know if people have travel plans that week.

Dee Strauss- It's not spring break, spring break it is in March now, school out Friday the second and Monday the fifth of April.

Bob Baird- So April 8 is a Thursday does that work for people?

Jeron

Dee

Kim Wilson- that's EDA and the 6th is the board of supervisors.

Jeron Hayes- would 1st work at all or is that too soon?

Nick- The first works for me.

Dee Strauss- And that's going to be in broad room, right?

Nick Minor- Yep, that's the largest space we have that we can give a presentation in.

Bob Baird- We have a special working session to put together April 1 to talk about the film very good thank you Nick for bringing that up and we are scheduled for March 24 at 3pm. Any other business?

Nick Minor- do we want next meeting in person, I guess we should discuss this now, or do you want virtual again, because I know that Dave brought it up at the last meeting, (garbled)do we want to shoot for meeting in person.

Warren- Easier for me to do it forever here, since it is 3 o'clock during the workday, refer to the group.

Bob Baird- Obviously all our staff members are there at the courthouse anyway so they're available, Jeron you are working somewhere at home or the office. Warren, you're in your office somewhere. Dee you look like you're at school, I am in the office, next to the courthouse, I can go either way, its up to you guys, I know it's a pain to try hybrid in the boardroom, we don't have a smaller room with video capability, talk to me, what do you want to do? Dave if you want to come over and join me, we can work together to go virtual in our room here if anybody wanted to join us.

Jeron Hayes- Maybe we zoom one more time and see what we look like since were going to get together in person on the first. And see what it looks like then.

Bob Baird- That works.

Dee Strauss- 1 more time.

Bob Baird- All right. Anybody have anything else? If not, lets call it a day and can I have a motion.

Warren Veazey- I move to adjourn.

Jeron Hayes- Second

Bob Baird- All in favor?

All members vote aye, meeting adjourned.