

King George County Tourism Advisory Committee

Meeting Minutes April 28, 2021

1. Call to Order:

Meeting was called to order at 3 PM by chairman, Bob Baird. This meeting is being held as a hybrid meeting with in-person and virtual participation.

B. Baird – We will have introductions first.

Warren Veazey- representing outdoor activities.

Bob Baird- Chairman and representing the historical society.

Nick Minor- Director of Economic Development and Tourism.

B. Baird – We have some other staff here.

N. Minor – We have Kim Wilson, Economic Development Specialist and Roan Grapes, Administrative assistant to Tourism and Economic Development.

Members participating virtually are Dee Strauss, representing schools, Jeron Hayes and Lisa Caswell

Absent is David Hall.

Guest- Chris Clarke from King George Parks and Recreation.

Also present are Nick Minor, Kim Wilson, and Roan Grapes.

B. Baird – there is a quorum present.

2. Public Comment:

No members of the public present and there was no public comment.

N. Minor – We need to make an amendment to the agenda. We need to add one item, the Parks and Recreation Fireworks request.

Chairman Bob Baird calls for amendment to agenda. Add Independence celebration for TAC grant request. All members agree. Let's move that to immediately follow member reports. And I would like to add a new item between 5 and 6.

3. Approval of Minutes:

W. Veazey – Motion to approve March Minutes as presented.

D. Strauss – Second.

Bob Baird- requested one correction, his name be spelled correctly.

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

4. Member Reports:

J. Hayes – We're still in holding pattern, def-con Charlie. It was at a base level but now elevated to 4-star level, reopened some services on base on a limited basis. Planning for backyard picnic type event for 4th of July for sailors. And will make them aware of events on the 10th. Nick entertained Captain Copeland and the new community planning liaison officer Thomas Hastings on Monday and Captain will be attending the standup of the new VFW on Saturday. We have a community relation meeting a council meeting on May 27. It's Colonial Beach's turn to host. Have not sent invites yet as not determined if meeting will be all virtual or some in person. Will keep you posted.

D. Strauss- Getting to the end of the school year. Last day May 26 for students. Graduation, at request of students, outdoor at the stadium on May 21, indoors on May 22, very restrictive as to the number of folks that can attend. Football competed at state semi-finals, girls Cross -country competed at state level and soccer, baseball and track are all in progress. Drama production is in the works. Career and Tech program HOSA had winner at state level and will go on to nationals. DECA had winners at state level and King George has 2 finalists at (?) and 1 at international business level. Final results of competition will not be known until May 6.

Lisa Caswell – I am the new General Manager at Holiday Express. Seeing lifting of some restrictions, seeing increase in social events with bookings from now to November.

B. Baird – Glad to have you with us, representing the hospitality industry.

W. Veazey – June 24, race, Dirty Lion Mud Run, run by Arsenal Event, August 7 will be the 50K. A little too cold to go in the water.

B. Baird – Historical Society still on somewhat shut down. Trying to keep museum open on Thursdays as much as we can. Will try to have picnic in June, third Thursday. Try to get things going. On the historical side, there is a young lady trying to put together a movie on the true story of Pocahontas, she found a director and is looking to shoot in this area, since King George and Stafford are very much part of the Powhatan nation and Fairview Beach is alleged to be site of Pocahontas kidnapping. It's exciting they want to use us as a potential site for a movie shoot. This Saturday KGSHF, Motorcycle Poker Run, Dale Portner and Gary Butler are leading that, recurring event that ends at Rick's on the River.

N. Minor – Probably want to take a vote on the Parks and Recreation application. Will have Chris answer questions.

B. Baird – Move to consideration of the Parks and Recreation application

N. Minor – Originally, this request was going to be taken care of under Park and Rec budget and after review with finance and the county administrator it was decided to bring it back to TAC. it is similar event to the 300th anniversary event November 14, 2020 with live performance, food trucks, as well as vendors and fireworks, and essentially this application is for the fireworks display. Chris and I will work together for vendors.

C. Clarke- Advised by Interim Administrator and director of finance to bring this to your attention. It is in the Parks and Recreation budget for next year at \$40,000, needed to figure out how to fund for this year. It is very similar to the event last year. We will open gates at 5pm music begins at 5:30, fireworks at approximately 9:30 until 10 PM and clear park by 12 MN. We have created a sponsor brochure and

vendor brochure that is prepared to go out. Sponsors and vendors will pay, so that will be revenue that comes back, If TAC were to fund the whole 40,000 and Parks and Rec would collect these fees and pay them back to the tourism fund, if TAC only partially funds and remainder comes from general fund, would pay back general fund first then anything above that would come back to TAC. Don't know if we will recover everything. Where the vendors came for free at the 300th event, they will be paying for that station. We are doing all this in house, no promotor, already have sound arranged. Opening act is committed.

B. Baird – What kind of numbers are we estimating we saw last time?

C. Clarke – Were allowed 1000, have heard some rumors of numbers 1200, some never came into the field, we had a lot of people who sat on school property in addition to that we had folks who never came down Fletcher's Chapel they stayed at Napa Auto or across the street at the Sealston Deli. So we probably had over 1500 people watching, There was a lot of angst but we are getting ready to open back up more on May 15th so hopefully by June 15th we will be even more open so this would be a wider reach. Also anticipate more tourism because we were unable to get the 4th of July weekend being the 10th, we will have folks who want to see fireworks and have folks drive in, we're the only show that day that I can find. King George Little League is hosting the 9–11-year-old baseball tournament that weekend, should have somewhere between 15-16 teams playing at Barnesfield that weekend. So, we want to team up with them as an added event for those families who are staying in the county, will be bringing an application to assist with that, to come to draw some.

B. Baird – When is the event date?

C. Clarke – The event is Saturday, July 10th.

W. Veazey – Tim's II Rivershore at Fairview Beach usually has fireworks Saturday after the holiday, with Tim's I closing, not sure what's happening, have you talked to Guy Booth?

B. Baird – Any other questions? Do I hear a motion?

W. Veazey – I have question about budgeting since we don't know our funding (inaudible).

N. Minor – I can answer funding question now. County interim administrator has allocated \$92,000 for tourism projects in the budget this year, this will probably not come out of that allocation, this will probably come out of the larger general fund, which I believe is around \$670,000, the larger tourism advisory fund. July 1 is start of the new fiscal year. (inaudible)

W. Veazey – Knowing that, I can make a motion to approve \$40,000 for the Parks and Recreation Fireworks event

J. Hayes – I would agree to second it, think it's a great that it's on a different day from 4th of July, it's a great opportunity to draw people to the county.

B. Baird – We have a motion and second to approve the Parks and Rec request for \$40,000 for Fireworks event celebrating 4th of July on July 10th at Sealston Sports Complex. Any further questions or discussion? Call for vote.

All members vote aye, chairman votes aye. Motion Carried

5. Directors Report:

N. Minor – Tourism has \$92,000 for budget this year. Want to mention a few things that will come out of that I know we have earmarked, \$6,000 for Visit King George advertising, lawn care for median- Kings Highway, there should be another request coming for Civil War Signs in the range of \$2,000-3,000. Can't remember exactly how much lawn care costs us, take another look at it, roughly \$20,000-30,000 for that. Leaves \$60,000 for advertising and events. But that's not taking in the fact that we have the larger fund (inaudible) that's just what we are allocated this year.

B. Baird – Does that \$92,000 include staff salaries?

N. Minor – Yes. We'll be covering that. Next item on the agenda is the scope of work for the tourism video. Initially I was searching for individual proposals, after discussing it with procurement, because we are assuming the video will be over \$6,000, would be much need to put out to bid and see who responds. We can still send that bid to people we spoke to initially but, I still want to ask you to look at the scope of work (inaudible) before we send out to procurement. So, we get everything squared away (inaudible) would like feedback (inaudible) highlight what we would like to see. The one thing I want to point out is that at some point, do you want a series of videos or just 1 video. On this one I have 4-6 videos now, short clips that can highlight different aspects of the community or 1 video with that film different spots. Obviously, the more locations that you film the price will increase, however, you break those up and feature different areas, the price doesn't necessarily go up, but it can shift but gives our vision and gives videographer understanding of what we are looking for, so your feedback is important before we put this out to bid. Want to give to you now and give you a chance to chew on it. If you think of something that I haven't in typing up proposal or the scope of work, just send to me or Kim or Roan in an email, we'll be sure to add it. (inaudible). If you have any feedback, now would be a good time to send to us.

W. Veazey – I have one. Last year, Chris asked us to do video of the DRT Trail, (inaudible), did 2 minute video, posted to the county, links to video.....there may existing videos out there that you could ask various businesses. (Inaudible) link to their sites.

B. Baird – Any other thoughts? I want to offer some thoughts on that. There are several phases involved in producing video of this type, one, you can go in and develop a very tight concise shot list, whether it be for short film or lone film, once we have that, there's also consideration of the actual filming, editing, and putting parts together, with film crew on site, best to shoot as much as you can and then you can develop a series of clips short and/ or long from raw footage. Getting them onsite one time is lot more economical than bringing them back and forth for bunch of short clips. I would suggest that we get together either virtually or in working session for an hour or little less just to kick things about a little bit and (inaudible) discuss what the county has that we want to make sure get highlighted in the thing as short clips or long clips. See how extensive our wish list is. What do you think Nick?

N. Minor – I agree with that, but I think that best way, get the proposal out, with a general overview of what we want then select videographer, and then sit down with them and work on details.

B. Baird – I don't disagree with you Nick, it's great that we have a raw concept. Are we talking about stills, are we talking about live video clips, from the ground, we talked about having drone footage?

Concept we might put on the table because different companies have different capabilities. We want to make sure we get a company that can address all the aspects we are thinking about.

N. Minor – I would say take a look at the proposal and then if you want to schedule a work session, I'm more than happy to work that out. I feel like we are just about there to get this done and sounds good to me.

B. Baird – I'll throw it out to the group, what do you think? Do we want to set up conference call and kick it around after a few days of thinking about it or how do you want to proceed?

J. Hayes – We have done some but what we have is pretty rudimentary stuff, the really good stuff is over at NSWC where they have all the cash. If we needed to lean on their folks over there, if we wanted to work with them or whatever, I could talk to them, whatever we need.

N. Minor – So Bob, what I have on here as far as 3-to-12-minute videos under scope 4.2, this is for videographer services this is where we are getting down to the meat and potatoes, recommend video size and video length and various media providing the TAC with a fully compatible collection of video ads and included potentially how to use those, whether it is website, social media, You Tube or TV. In the video series we included overall destination video, family focused video, adventure video. Just want to work that out with the videographer or videographer company. But if you want more detail before we even send the proposal out, I'm fine with that too. So, the devil is in the details if we want to put something together.

B. Baird – Can do either way. Just want to make sure we are clear as far as messaging, defining scope and direction, Nick can tell as how to get there. But if you think this is detailed enough to start drawing interest, maybe we get into an initial discussion of 2 or 3 and start talking concepts and see how it goes. What do you think, should we throw this out in water and see who bites?

D. Strauss – Do we have an idea how much money it will cost, I know we will put out there for bids but do we have an idea in mind of how much we are willing to pay for this?

B. Baird – I don't, that's why I wanted to scope it out internally. How big a fish are we looking at here?

N. Minor – It doesn't hurt to get a proposal or a quote; it doesn't mean you have to take it. When you put it out for bid, and it comes back this work is going to require 25, 40, 50 thousand dollars I think we can say I think at that point we can say maybe it is another time or we can take that to the board and request it come out of the larger fund, this isn't something we're going to do every year, you do it once every 5 years or 6 years, it's a one-time hit (inaudible).

D. Strauss – I think it's a good idea to put it out there. Let me make a formal motion, I make a motion to move forward with this request for proposal for videography services for King George.

L. Caswell – Second.

B. Baird – We have a motion and second to proceed with proposal for videography services. Any further discussion?

W. Veazey – I just want to know, the idea is to have this on our website for people to watch, I think it would really help the companies if we define rough timeline, 2, 3 or 4 minute, whatever we're looking

at, total length and label these areas we want to include, so they know how many places they (inaudible) spots they will have to move around.

N. Minor – Absolutely Warren, so what I did was, I gave some background, I laid out where we are located, what's important to us, specific locations that are of interest, Wilmott, Heritage Trail, Caledon State Park, public parks, Belle Grove, White Hall, Backporch, historical significance, some of the events that we have held in the past, sort of laying out the shifting of travel habits because of Covid-19 and background. Take a look at it and if that doesn't meet it, let me know how I can make changes before I send it over.

B. Baird – Did you include a note in there, obviously you did, hopefully we can use this to identify some firms with fresh work with other counties or civic organizations that might help us formulate what we're going to do.

N. Minor – So the companies I had in mind were all regional and/or local, just because they work with downtown Fredericksburg or work with Stafford or they have worked with some of the wedding venues in and around the area, so they understand history, and help craft our own, not too similar to the city of Fredericksburg, Stafford, or Caroline. That's what I'm hoping for, so even though the thing goes out to bid (inaudible).

W. Veazey – Should we state, because it's going to be on the website, certain (inaudible) or size of video, do we want (inaudible) format do we want to get down to that level of detail.

N. Minor – Not right now, (inaudible).

W. Veazey – What does the website support?

N. Minor – What I am laying out could be used on all platforms, not just website. So, if we wanted to share it on Facebook or county YouTube page, they provide us with that level of (saltine) as well, not just a website video.

W. Veazey- have different size frames and wave rates and such.

N. Minor – Our website can support YouTube videos. You can attach a YouTube link. It also supports video; can we shrink or modify those across the platforms and still be high quality (inaudible).

B. Baird – Sounds like if there read the thing, they will know we are looking for a vendor who is used to working across all platforms, hopefully they will tell us if what we need to do and so bounce off IT here. Any further questions or comments? Hearing none, we have a motion and a second to approve this proposal for video services. All in favor?

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

N. Minor – Roseland Drive property- we were in the process of approving the application to have lawn taken care of by professional landscaping, after discussion with Parks & Rec and county administrator, decided to move that maintenance over to general properties and allocate that money over to the budget, so not coming out of TAC funds. Chris, can you speak to that.

C. Clarke-Spoke with Travis, because not tourist attraction yet, he did feel we could legally pull this from your funds. So, we withdrew that from board of supervisors meeting. It will still be contracted but will be funded through county general fund.

N. Minor – Just finished the Strategic Planning Stakeholder Survey- Got a little over 100 responses, this is for you to review. Next phase of this strategic planning process is going to be public meeting, we have laid out 3 public meetings, that can be held either virtually or in person. Since we are opening up more, we could have in person meeting. Talked it over with staff, we assume that there will be 10-15 people at each of these public meetings. Also gives Board of Supervisors chance to listen to the community as far as what they want to see and gives us some public direction. I will reach out to you and to schedule these public meetings in the month of May and June so that you are following the process. After public meeting we start scheduling the work sessions to hammer out what our budget will look like, with focus, and collectively put together a strategic plan and/or marketing plan for King George County moving forward.

Civil War Trail Signs – Organization reached out to me about 2 weeks ago and let me know that they will be installing signs at the four locations, identified by the King George Historical Society. So, they will be in the Dahlgren Heritage Museum, Quesenberry Cottage, Port Conway, and Cleydael. So, these signs should be installed in the month of May. Typically, we do some sort of ribbon cutting ceremony, still planning logistics with the organization. So, you know these signs are linked to Booth escape after Lincoln assassination. Been working on this for 2 years, nice to see it come to fruition.

Have I told you about the Meateater Series? Meateater is a Netflix series where they do outdoor recreational things like hunting adventures. So, they may be doing one on the Snakehead fish species and how the Rappahannock has adapted to it and how people look at it, it's not just a scary thing. It has become a sporting event for people in this area. They will focus on the Rappahannock and be filming at Wilmott Landing sometime in June. Looking forward to seeing King George County on Netflix or YouTube. That's all I have on that at this time.

B. Baird – Does anyone have any questions for Nick at this time? No? Thank you, Nick.

In other business, I received today a proposal from Jazz in the Country, have not had chance to do any more that forward on to Nick. Nick, you haven't had chance to forward to committee yet, have you?

N. Minor – No. Haven't had a chance to look at it.

B. Baird- I see we have some representatives from Jazz on the River here. Would anyone object if we let them make a few comments?

(No objections made)

Joan Waters, speaker, and Pastor Larry M. Robinson presented overview of application for 2021 Jazz in the Country. The festival for 2020 was canceled due to Covid-19. The name of the event is "Falling in Love with Mt. Bethel". The date of the event is late August with media campaign in July and early August. They are requesting \$20,000 for assistance with intense social media marketing, along with radio and newspaper. Total cost of campaign is projected to be \$50,000. They believe that this event will draw locals and visitors from outside of King George. The target market is King George, all of Virginia,

Maryland and Washington DC. Mrs. Waters did point out during her presentation that this event is also a fund raiser for Mt. Bethel.

W. Veazey – Do you have a date for this event?

J. Waters – August 28, I believe, the last Saturday in August. So, the amount we are requesting is \$20,000, that would retain services and work with him closely. He has given us referrals to other foundations to work with, Montgomery County last year did a similar campaign and raised over 200,000. We see that everyone is plugged into social media 24/7 and people give. The last thing is a part of what we actually put out for the public to see. We will give them different levels of projects that wants to adopt at Mt. Bethel, like upgrading the restrooms or landscaping. Different things like that we can take on the results (inaudible). Thank you for your consideration.

B. Baird – Any questions?

W. Veazey – For Nick, so this is the end of August. You want to kick off early July late June.

J. Waters – Yes. We have already started some of the background stuff and bumping up our current website, we have a couple of volunteers that going to do Instagram thing.

W. Veazey – She’s going to need the money middle June I assume?

J. Waters – At the latest. That would be awesome.

N. Minor – So we could review it, I need to look at your proposal and let you know where we stand on it and (inaudible) 1-2 then so you could have it the first or second week of June. It’s possible (inaudible) everything squared away.

B. Baird – If we act on it at our next meeting in May, try to get before board, it would be June.

W. Veazey – Definitely have you show up at our meeting and the board of supervisor meeting so you can answer questions. Can’t wait another month because it will be too late.

B. Baird – Not much we can do about that timeline.

N. Minor – So you would come before the TAC on the 26th, and next Board of Supervisor meeting is June 1. So, it would take us that week to process. You would probably see your check, if everything went perfect, the week of June 14th.

J. Waters – That board meeting is June 1st.

B. Baird – can you turn that report to the board (inaudible).

N. Minor – We have to put it on the agenda before we review it. So regardless of how the TAC turns out, you can go before the board and argue for your application it will be on the agenda. Have to make sure we hit all our deadlines.

J. Waters – Please let us know if you need further information or any way we can (inaudible).

B. Baird - I would ask the membership to take some time early on to review this and be prepared to ask any questions that would help make a decision. Thank you for coming.

What is the current timeline at the courthouse?

N. Minor – I do not know the timeline. I do know that about a month and a half ago they did award engineering construction services contract, they have been putting together that committee to review it, they're in the planning and engineering side of it now, but as far as being finished, as soon as they break ground, 18-24 months process, looking at 2023 probably. There will be a lot of things opening up in 2023. The broadband project will finish in 2023, the bridge will be finished in 2023, and we will have the courthouse. There will be a lot of ribbon cutting.

B. Baird – Anybody else have anything for today?

N. Minor – Lisa, so good to have you here, we have been missing that hotel industry perspective on the tourism advisory committee, thank you for your report and look forward to working with you.

L. Caswell – Glad to be here. Thanks.

B. Baird – With that I will take a motion to adjourn.

W. Veazey- I move to adjourn to May 26th our next meeting.

J. Hayes- Second.

B. Baird – All in favor, say aye.

All members vote aye, chairman votes aye.

Meeting adjourned at 4:02 pm

Minutes submitted by: Roan Grapes, Administrative Assistant

Date approved: _____