

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
May 24, 2023

1. Call to Order:

The meeting was called to order by Jeron Hayes, chair.

Present: Jeron Hayes, Bob Baird, Warren Veazey, Becky Stewart, Dee Strauss.

Absent: Dave Hall

2. Public Comment:

There was no public comment.

3. Approval of Minutes:

Minutes for last meeting in March 2023 were reviewed.

Warren Veazey made a motion to approve minutes as presented.

Bob Baird seconded the motion.

Vote: Ayes: 5, Nays: 0. Motion carried.

4. Member Reports:

Becky Stewart- Reported on the Fredericksburg Big Band KGHS Benefit Concert. Was good and raised approximately \$400.00. Colonial Beach will have a Juneteenth celebration. Music continues at the local wineries.

Warren Veazey – Next big race on the trail is in August, the 50K and ½ Marathon. Will be using UMW parking lot for staging.

Bob Baird – Shiloh Baptist Church will have tribute for Memorial Day. Was contacted by a citizen concerning the condition of the boat ramp at Wilmont Landing. Will forward information to Chris. New Life Children's Ministry (inaudible). Historical Society, no May meeting, currently working on by-laws with the county and on developing a new LOGO and a new website. Society will have a picnic on June 24th at Nanzatico.

Dee Strauss – School is out for summer. Graduation was at Fred Nat Stadium; it was well attended. The soccer teams, boys and girls and softball team are district champs and going to playoffs. The track team is going to the regionals. The Lunch Bunch will be providing lunches for at risk children over the summer. For information call Anita Davis or KGLunchbunch.com

Jeron Hayes – Base preparing for change of command next Thursday. Captain Copeland will be going to Kansas University to be their ROTC Director and Captain David Wilson, Jr. will be taking his place. Bring kids to work day is June 22th. The final evaluation program for security

inspections are week of July 10. There is a lot of prep involved to get ready for that. Dahlgren Heritage Museum has a special program on June 22nd at University of Mary Washington, "Through a Child's Eyes" , panel of individuals who grew up on the base. This will introduce a new exhibit for 1940 through 1975, I believe. There is a reception at 4:30pm and the presentation begins at 5:30pm, it is open to the public.
November 11, DHM will host Dueling Pianos at the Estate at White Hall Vineyard.

Nick Minor - Business Appreciation was great. Would like to thank Dee and her DECA students for their assistance that evening. Attendees numbered between 100 and 120. Impact Community Movement was Non-profit of the Year and Backporch Vineyard was the Business of the Year.

Chik-fil-A has broken ground, should take about 8-9 months. Chipotle should open next week, and Northern Neck Popcorn opens tonight.

Northern Neck 250 has finalized its LOGO, regional committees for planning are in place for next year. If any member of the committee would like to be involved contact me for more information and committees available. To give example, I (Nick Minor) am chairman of marketing, there is a Veterans Affairs will be one and Signage. This is a 3-4-year celebration for the state.

County is going to redesign the county logo and its county website. Will be working with a consultant for our Visit King George site as well.

5. Discussion Item: Research for Genealogy – African American History and Menokin Foundation
Nick Minor spoke about the Menokin Foundation because they already have research being done. The King George Historical Society has reached out to see if there is support from the TAC to conduct research in the same vein. The Menokin Foundation has a researcher they are working with. As the Native American Trail closes out, this is something I would like to work on. Would like your thoughts about this, would the TAC be willing to fund this, not for this fiscal year but next year. It is suggested that the TAC research who Menokin Foundation is working with and if there is a way to partner with them.
Bob Baird noted that there is interest in this, there is discussion about a graveyard in the county needing mapping.
Becky Stewart noted that Stratford Hall recently had a Cemetery Symposium last weekend.

Bob Baird noted he was reminded that there is a concern about the lack of hotel space and small housing in the county, particularly for transients in and out of base. He relayed that Marriott and Hilton made announcements today, about a new brand catering to business warriors staying 20 or more days. These would be larger apartment like. They are announcing it nationally. Nick Minor will look into it, has received calls from developers requesting information regarding demand, and does not have numbers for hotel stays to show demand. Jeron Hayes will reach out for numbers for Dahlgren.

Bob Baird wants to know if we have anything from VDOT about increased traffic on 301. What would traffic do to tourism. Nick Minor reported that hotel tax was up 54% and will see what the end of summer numbers look like.

6. Funding Applications:

- a. King George Fall Festival- Dee Strauss presented the application. They are requesting \$19,050. Page 5 of the application contains line-item expenses. This is the 64th year.

Was there carry over reserve for this year from last year?

Some is kept in reserve but do not have that information.

The question was raised if sponsor money raised would come off request. Do you have plans for sponsorship? There were no sponsors last year but there will be a strong effort this year.

Discussion around level of funding, and previous discussion about cap of \$15,000 limit. Why hasn't the county put money into the parks and rec budget for this event.

It is the county's signature event, and the pageant draws in people from other areas as well.

The event that has a long history and proven record.

Nick Minor reviewed the post report from last year with the TAC. Net profit was 13, 983.

Warren Veazey asked if profits were donated.

Dee reports that 2000 was donated to the volunteer fire.

Motion made to fund at \$19,050 by Bob Baird

Motion seconded by Becky Stewart.

Discussion:

There was discussion and questions about the amount of the request.

Motion stands.

Vote: Ayes: 4, Nays: 0. Motion carried.

- b. Local 4438 Fund Raiser

King George Professional Firefighters and Paramedics were represented by Matthew Lansden for their 1st Annual BBQ Cook Off and Festival.

Request is for \$20,000 for complex rental, generator/light towers, tents, tables, chairs, bathrooms, wash stations and dumpsters, stage, advertising, and swag for marketing.

Potential profit of \$10,000. Looking for sponsors. Looking to add car show to increase draw.

Contestants come on Friday night and set up. The event is Saturday 10am – 6pm.

There was some discussion and questions.

Motion made by Dee Strauss to fund this event at \$15,400.

Seconded by Bob Baird.

Vote: Ayes: 5, Nays: 0. Motion carried.

Update for electronic marque from Nick Minor- this project has to go out for bid.

7. Adjourn:

Dee Strauss made a motion to adjourn the meeting.

Becky Steward seconded the motion.

Vote: Ayes: 5, Nays: 0. Motion carried.