

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
October 25, 2023

Agenda modified to allow Mike Purello to give after event report for St. Paul's Oktoberfest before meeting started. He reports that even though the weather was not the best, the event was a success. Had fewer people attend but brought in more money than last year. Attendees were local, from Northern Virginia, D.C., and New York City. Advertising dollars were spent on street signs, flyers, Facebook, webpage posts. They had 27 sponsors and 8 in-kind gift card support from local businesses and the King George Village Quilters supplied a quilt for raffle. Visit King George was prominently displayed before during and after the event. St. Paul's is appreciative for the support, suggestions and advice provided by the King George Economic Development & Tourism Office.

1. Call to Order:

Nick Minor called the meeting to order. Jeron Hayes has resigned from the TAC because she has retired from her position on the base.

We need to replace Jeron and find someone from the hospitality sector. Asked if committee wanted to elect new chair or wait until positions filled.

Consensus is to wait until positions filled.

Present: Nick Minor, Director of Economic Development & Tourism, Dee Strauss, Dave Hall, Warren Veazey, and Bob Baird.

Absent: Becky Stewart.

Also present: Roan Grapes, Administrative Assistant.

2. Public Comment:

There was no public comment.

3. Approval of Minutes:

Warren Veazey made a motion to approve the minutes of September 27, 2023.

Dee Strauss seconded the motion.

Vote: Ayes – 4, Nays – 0.

Motion carried.

4. Reports of members:

Warren Veazey- Good Fall Festival run on the trail, had over 70 runners.

Dave Hall – Farmer's Market has done well, attendance up, this Saturday is the last day of the season.

Bob Baird – Historical Society picnic was canceled due to weather; the Christmas dinner will be at Backporch Vineyard.

Dee Strauss – Fall Festival was a lot of rain. Vendors got inside; students helped with set-up. Parade was live streamed. ??? food vendors happy it is a great day. The band was under the tent. Last week the drama group presented Arsenic and Old Lace. They are currently auditioning for the next play.

The last football game is this Friday. Tickets can be purchased online. They only take cards at the gate. Concession will accept cash or card.

There are only 15 school days left until Thanksgiving break.

There will be a Veterans Day Race on November 11, check in is at 8am. The 1 mile begins at 8:30 and the 5K begins at 8:45. The awards will be given at 9:30am. Money goes to Some Gave All.

5. New Business:

Nick Minor discussed the new TAC application including information that he would like to change.

Dee Strauss suggested a formula for how to spend money.

Nick Minor suggested a spreadsheet with breakdown and dates

Warren Veazey suggested

Discussion regarding lack of hotel cooperation for events.

Dee Strauss would like to see application streamline to reduce redundancy.

Chris Clarke would like to know the cost/person for the grants.

Nick Minor discussed other areas and after event action.

Dee Strauss asked “What do we really need to know.”

She also asked about the electronic sign for the Parks and Recreation.

Waiting on procurement office.

Chris Clarke reports that the Family Day meeting is tomorrow. Family Day will be held on May 4. Will be collaborating with Social Services and VFW.

6. Adjournment:

Bob Baird made a motion to adjourn the meeting to November 22, 2023.

Warren Veazey seconded the motion.

Discussion: this is the day before Thanksgiving. After discussion, Motion amended to next meeting date is November 29th, 2023.

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

Minutes submitted by: Roan Grapes, Administrative Assistant

Minutes approved on: _____