

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
February 22, 2023

1. Call to Order:

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

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

Also present were Nick Minor, Director of King George Economic Development & Tourism and Roan Grapes, Administrative Assistant.

2. Public Comment:

There was no public comment.

3. Approval of Minutes:

Minutes reviewed, corrections noted to January minutes by Dee Strauss and Warren Veazey from the previous meeting.

Motion made by Warren Veazey to accept the minutes with corrections.

Motion seconded by Dee Strauss.

No discussion. Vote: Ayes: 6, Nays: 0. Motion carried.

4. Member Reports:

Dee Strauss: Friday is Boys Basketball game, playoffs, 7p.m., FBLA and Skills USA are having a Regional Competition this week, DECA is going to state regional conference on March 3-5, still looking for judges in Virginia Beach on May 4th. March 9 is King George County Schools are having STEAM night, open to public with dinner 4:30 – 7p.m., lots of activities for children and adults. On April 6, we will have a foreign food market, have not had this event since before covid. Will be in the cafeteria at King George High School from 6-8 p.m. Students will be making wonderful foreign foods for people to enjoy. Believe you pay for samples, not sure. Raises money for trips. April 12, Special Olympics PE program will be back at King George High School. Sheriff's department will bring the torch in for Special Olympics. Will be a wonderful time. Sponge Bob the musical auditions have been held, May 3-6th.

Bob Baird: Historical Society has regular meetings on the 3rd Thursday of each month, 6:30p.m. at the Sheriff's Office. Program presented at every meeting. Vote taken for the 2023 Christmas ornament, and it is Ralph Bunch High School. Expanding scope of Christmas tree ornaments to include schools and businesses. Open 2 days a week, Thursday, and Saturday, 12-4 p.m.

Dave Hall: No report.

Warren Veazey: This past Saturday we held the 15th annual Half marathon had 250 runners, 60 of them from the military academies, next race with 350 runners is the Sheetz to Sheetz on March 11. And then the 17th annual 50K on August 5th.

Becky Stewart: Working to bring the Fredericksburg Big Band to King George. Tentatively May 21st, still working to finalize date. The Big Band is a 60-year-old non-profit organization. Their goal is to keep the big band music alive and raise funds for others, at Bob's suggestion, would like to use proceeds from King George Concert to support King George High School or Middle School Music Departments. Wants to know if TAC funds could be used to cover stage and Janitor fees.

Nick Minor will check.

Discussion about the sound systems and other fees.

Chris Clarke from King George Parks & Recreation, if Parks & Recreation, TAC and EDA partner may be able to keep cost down.

Becky Stewart is talking with the high school music teacher about having high school jazz band open.

Bob Baird states that having Parks & Rec involved and other options that might be possible to help with costs.

Stratford Hall has an open event this Friday for Black History Month and my husband and I are teaching African drumming out there.

Jeron Hayes – Thanks to everyone for patience with Citadel ???, we had a successful exercise. Navy wide exercise every year, tests our security forces. Worked with Sheriff's Office and local EMS, had an active shooter staged at the visitor control center, Thanks to all.

The base has lots of jobs available. Some are highly technical, but the NWR department needs summer camp counselors, and lifeguards. Must be 18 years and up, High School or GED. Go to JobsUSA.gov. to apply.

Dahlgren Museum is selling tickets for dinner theater on April 15th at The Estate at White Hall Vineyard, catered by Mission BBQ, silent auction and 50/50 raffle. Go to Eventbrite.com and search for Dahlgren Heritage Museum. Museum is working on speaker series. Saturday at 4 p.m. the NAACP will host Black History Month event at the High School.

5. Funding Applications:

- a. **FXBG Black Tourism** – Ernisha Hall joined the meeting via google meet, her organization is requesting \$5,000.00 to support Regional FXBG Black Tourism. They want to develop a strategic plan that brings together various initiatives that promotes tourism. To attract black travelers to the region by devoting resources, providing inclusion for social change, encouraging diversity and unifying businesses with the community.

There was some back-and-forth discussion about the request. And about the TAC budget.

Motion was made by Bob Baird to approve the request for \$5,000.

Motion seconded by Becky Stewart.

Vote: Ayes: 5 Nays: 0

b. Jazz in the Country-

Joan Waters here to answer questions. Jazz in the Country is requesting \$35,000, this is for marketing and for the first time the headliner.

Discussion about how sponsorship amounts are used.

Discussion about attendance and capacity.

Discussion about where attendees are from.

Discussion about cost per person for advertising.

Had 2 billboards in King George last year, hoping for one in Fredericksburg and 1 in Maryland this year.

Nick Minor stated that staff will recommend removal of dollars for entertainer.

Discussion of where increase in advertising is.

Discussion about how the grant budget is affected.

Motion made to fund at \$25,000 made by Warren Veazey

Motion seconded by Dee Strauss.

Vote: Ayes : 6 Nays: 0. Motion carried.

c. Music in the Vines Series – Backporch Vineyard

Lorrie Gump presented music concert series at Backporch Vineyard. First one is April 15, second is June 10th, third is August 23rd. Entertainment already lined up. Asking for assistance with signage and promoting the event, some tickets sold, online promotions started. Would like to place signs in Baltimore area, Richmond area. Asking for \$8000 for each event. Reviewed how money would be spent. Ticket prices are 25 and VIP is 35. This is the first time for ticketed event.

Discussion about the expenses and promotion. Tent rentals. Physical items not covered in the past.

Discussion regarding funding 2 now and the 3rd in the new fiscal year.

Bob Baird requests amendment to motion for post event report prior to requesting funds for 3rd event.

Motion made by Warren Veazey to fund the first two events at \$7000.00 each total \$14,000. Mrs. Gump is to return with post event report prior to requesting funds for 3rd event.

Seconded by Dee Strauss.

Vote: Aye: 6, Nay: 0. Motion carried.

d. VFW Post 12202 Annual Birthday Bash & King George Family Day

Chris Clarke from King George Parks & Recreation presented this application for this event. King George Social Services and the VFW Post 12202 want to combine their spring events into one big one. Each was successful last year on their own. Requesting \$12,750.00 to cover advertising and lighting and sound, entertainment, stage, portable toilets, and general event support. This is a free to the public springtime event with vendors, music, food, and family activities.

Discussion about how the money will be or won't be spent. Finding sponsors. Vendors fees and advertising outside the county.

Motion to fund Family Day for sliding not to exceed \$12,750 made by Warren Veazey.

Seconded by Bob Baird.

Vote: Aye: 6, Nay: 0. Motion carried.

Chris Clarke gave update on Christmas Tree at the museum, has a fungus and needs to be removed. Will need special disposal so not to contaminate others. Committee will consist of Chris Clarke, Mr. Munson, Chris Miller, and Richard Granger to select new tree. The LED board, scope has been completed and will be up in the near future. Stage is in my budget, pending approval of board. It is about \$25,000. Discussion about the stage ownership and usage. Discussion continued about LED sign.

(Mrs. Stewart left for prior appointment.)

6. Nick Minor-

Highmark Brewery opens this weekend.

7. Adjourn to March 22, 2023

Motion to adjourn made by Dave Hall.

Seconded by Dee Strauss.

Vote: Aye: 5, Nay:0 Motion carried.

Minutes submitted by: Roan Grapes, Administrative Assistant

Minutes approved: _____