

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

**1. Call to Order:**

Meeting called to order by Jeron Hayes, chairman.

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

Also present: Nick Minor, Director of Economic Development & Tourism, Kim Cook, Economic Development Specialist, Roan Grapes, Administrative Assistant.

**2. Public Comment:**

There was no public comment.

**3. Approval of February 2023 meeting minutes:**

Warren Veazey made a motion to approve the February 2023 minutes as presented.

Bob Baird seconded the motion.

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

**4. Member Reports:**

Dee Strauss: reported on the activities at school including sports, spring musical, tulips planted in shape of letters KG at the High School, DECA, FBLA and Skills USA.

Bob Baird: reported on attending reception for Innovation Challenge, the KG Historical Society progress, meetings and programs and the church revival held at McGuiness's farm. Fredericksburg Realtors Association will hold a seminar with meet and greet at Highmark Brewery in King George.

Warren Veazey: reported on the races on the Heritage Trail, the Run Like a Lion on April 1<sup>st</sup>, the Run for Valor at Valor Ranch on April 22 and new project "Poetry on the Trail" using QR codes along the trail in April to celebrate poetry month.

Becky Stewart arrived.

Becky Stewart: reports on progress with booking the Fredericksburg Big Band for May 26 at the high school. Continues to participate in events at Stratford Hall that are open to the public. Next one is "Hands on History Day" 10am to 2pm on April 14 & 15.

Jeron Hayes: reports that it is quiet on the base, only 10 tickets left for Murder mystery play April 15<sup>th</sup> at White Hall Vineyard, will also partner with White Hall

Vineyard for Dueling Pianos on November 11. Dahlgren Heritage Museum is open Friday - Sunday 10-4 , hosting a stem event April 21, register on Facebook page.

Nick Minor: reported on the NNK250 Steering Committee meetings once a month for planning next year's events. We are the only locality with designated TAC funds. There was a strategic partner planning meeting at Christ Church. Coming our way, sponsored 4<sup>th</sup> of July event and piggyback existing programs. He set up a survey for NNK250 committee for speaker series, signage, academic symposium, marketing, funding, and 4<sup>th</sup> of July programming. Will be open to industry, celebrating from 2024-2026, theme for each year, nationally recognized program, planning for 2024 there will be state grant money. Probably matched by us. Website is NNK250.us. If you wish to participate reach out to Nick Minor or Lisa Hull. Question raised about hotel tax to fund tourism, only if the locality has enough tax to send to state, it may be allowed to keep tax funds for general fund.

Becky Stewart recently attended the Virginia Area Museum Conference. There is an organization called Virginia Humanities, they provide grant money to 501c3s for special events.

Nick Minor reported on influence of BIPOCs, Black Indigenous People of Color, focusing on telling their stories in history.

Chipotle will open early May.

Chick Fil a should be finalized in coming weeks. Construction will be complete sometime in the fall. Maybe Panda Express and Hallmark are coming. Have 5 tickets for the Garden Tour, you or if you have someone who would like a ticket, let me know.

Dee Strauss reported for Garden Week Tour she will be at Lamb's Creek Church that day. We will have someone at St. John's and Emmanuel that day.

Nick Minor reported that Belle Grove has Powwow coming up and some other events.

## **5. Budget:**

### **A. Fund Balance:**

Fund balance is reported as \$546,000.00. Nick Minor gave synopsis of spending to date to members of TAC. The yearly allocation is \$117,000 that includes \$20,000 for marketing. TAC applications have \$64-70, 000 allocated every year. There are some other things like travel, and we gave NNK Tourism Group \$7500.00.

### **B. FY23 Spending**

- i. Fall Festival-not yet funded.**
- ii. Sheetz-to-Sheetz – funded.**
- iii. Garden Week- funded.**

- iv. **Black Business Directory- funded.**
- v. **Backporch Music in the Vines-funded for 1<sup>st</sup> 2 events.**
- vi. **Jazz in the Country-funded by TAC, board not yet**

Discussion included purpose of TAC funds, possible caps to requests, should TAC funds be treated as seed funds. Question about setting limit with exceptions, at the “discretion of the TAC”. Including cost/ benefit justification. Splitting cost of 4<sup>th</sup> of July with Parks & Rec. Discussion regarding potential cap at \$15,000 but if you come back must provide cost/benefit report. Example given that Ms. Darnell at Belle Grove doesn’t ask for TAC money for Spirits Festival, but we did give money to be a sponsor. Expect that eventually the event will be self-supporting. Hotels are not a good measurement of success. Need to base success on visitors, tickets sold, partner stores. Social media metrics are easy to get.

The LED sign will be coming soon.

Ms. Strauss questions why money is not put into the Parks & Rec budget for 4<sup>th</sup> of July and Fall Festival. Then the Fall Festival could just ask for marketing. Discussion about this.

Discussion about short term housing and lack of it in the county and public water availability.

## **6. Adjourn to April 26, 2023**

Beckey Stewart made the motion to adjourn.

Dee Strauss seconded.

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

Minutes submitted by Roan Grapes, Administrative Assistant  
Minutes approved on \_\_\_\_\_