

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
June 22, 2022

1. Call to Order:

Meeting called to order by Bob Baird, Vice-chairman.

Present: Bob Baird, Dave Hall, Dee Strauss, Becky Stewart

Absent: Jeron Hayes, Warren Veazey

Also attending: Nick Minor, Director of Economic Development & Tourism, Kim Wilson, Economic Development Specialist, and Roan Grapes, Administrative Assistant.

2. Public Comment:

There was no public comment.

3. Approval of Minutes:

a. April 27, 2022- Minutes reviewed. Dee Strauss made motion to accept the minutes. Dave Hall seconded. Ayes 4. Nays 0. Motion carried.

b. May 11, 2022- Minutes reviewed. Dee Strauss made motion to accept the minutes. Dave Hall seconded. Ayes 4. Nays 0. Motion carried.

4. Member reports:

Becky Stewart: Music in full swing at the vineyards. July 9th is Independence Celebration, check with Parks & Recreation to verify band and promote. Slam and I are working with the Fredericksburg Jazz Collective, a 501C3, music education meeting monthly, 2nd Thursday of the month. Working on an event with musicians to be bring it here to King George. Question is the venue. Maybe this fall or next spring.

Bob Baird asked what type of attendance would you expect for this event, first year.

Becky Stewart replied that expects jazz enthusiasts, the high school and middle school music teachers are associated with the group so would think that we could them put it out to younger folks, no more than a couple of hundred is the expectation.

Discussion regarding possible venues.

Dave Hall: Nothing new at the farmer's market. Attendance pretty good for this year. Wants to know if more thought about digital sign at 206 and Rt. 3 intersection. With over 400,000 traffic trips through there a year, would be good place.

Discussion about the placement of a sign.

Nick Minor responded that best placement is probably the Citizens Center.

Dee Strauss- Is it possible to replace the sign at community center with same footprint?
Nick Minor will discuss with Chris.
Discussion about how it will be paid for and how and who can use it.

Dee Strauss: Summer school ends on Friday. King George is hiring at the schools. Skills USA team in Atlanta. Fall Festival is in full swing. Date is second Saturday in October, October 8. Fall Festival Committee meets the 4th Thursday of each month at 6PM at Citizen's Center.

Bob Baird: Historical Society had meeting 2 weeks ago. Real Estate classes being offered. New office has some technical challenges.

Dave Hall: Have we done anything about advancing the Historical Society and the Dahlgren Museum?
Discussion about challenges associated with trying to combine the two.
Discussion about Board of Supervisors committee to work on Ralph Bunch.
Discussion related to expanding the museum into current Courthouse when new courthouse built.

5. Discussion Items:

Nick Minor presented the tourism fund balance as of March. Tourism is funded semi-annually. Budget review and proposed 22-23 budget.
Review of metric reporting for TAC applications.

Bob Baird: Had questions about the Point Of Information person Board of Supervisors has allocated money for.

6. Adjournment:

There being no further business. Bob Baird call for vote to adjourn.
Dave Hall made motion to adjourn to next meeting on July 27, 2022
Becky Stewart seconded.
Ayes- 4.
Meeting adjourned.

Minutes submitted by Roan Grapes, Administrative Assistant

Minutes approved: 7-27-2022