

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
August 23, 2023

1. Call to order: Meeting was called to order by vice-chairman, Bob Baird.
Present: Becky Stewart, Dee Strauss, Warren Veazey, and Dave Hall.
Absent: Jeron Hayes
Also present: Nick Minor, Director of Economic Development & Tourism, Kim Cook, Economic Development Specialist, and Roan Grapes, Administrative Assistant.
2. Public Comment:
There was no public comment.
3. Approval of Minutes:
Minutes reviewed by TAC members.
Becky Stewart made a motion to accept the minutes.
Warren Veazey seconded the motion.
Vote: Ayes:5, Nays:0, motion carried.
4. Reports of Members:
Becky Stewart reports she is still working with the Big Band in Fredericksburg and the Jazz group to promote jazz with the high school students. This weekend is the Jazz in the Country Festival.

Dee Strauss reports that it has been a great start to the school year. The first football game is tomorrow, Thursday, August 24, 2023. Online tickets are available now. The second home game is next week. The theme is End of Summer Luau. The fall play will be "Arsenic and Old Lace".

Warren Veazey reports he is working on the trail in preparation for the Fall Festival Run and enjoying the outdoors.

Dave Hall had no new report.

Bob Baird reports that the King George Historical Society had to cancel the most recent meeting due to illness.

Nick Minor gave a summary and handout on the DMO for marketing Visit King George to the TAC members. He would like them to review and send him their comments.

Dee Strauss commented that she believes that attendance at the Fall Festival is higher than stated in document and gave several examples of why.

Warren Veazey commented on the attendance at the Caledon Art & Wine Festival. A two-day event with over 1000 people last year.

Bob Baird commented that we need to get recognition for participating in the 250th celebration of the revolution.

5. Presentations:

a. Parks & Rec – Independence Celebration

Chris Clarke gave a presentation about the event. He highlighted that attendance was higher. The music was well received. Vendors were pleased with the results. The fireworks were excellent even though cloudy conditions kept smoke from rising. Fireworks will need a new contract starting next year. Will be putting it out for bid soon.

b. Parks & Rec – 2024 Independence Celebration

Chris Clarke gave an overview of the cost of this event. Possible increasing sponsors so that county contribution is decreased. Will limit the fireworks amount to \$25,000.00 when he puts out the bid. Will need to look at parking situation and will be speaking with Dahlgren for possible joint celebration for next year.

TAC members had some questions and discussion.

Warren Veazey made a motion to commit \$25,000 to the Independence Celebration pending discussion with Dahlgren.

Dave Hall seconded the motion.

Vote: Ayes-5, Nays-0, motion carried.

Warren Veazey reported that Smoke Eaters have placed posters on the Trail and would prefer they be removed. There is an information board that they can be put on.

Dee Strauss reminded the group the Fall Festival is October 14, 2023

6. Adjourn:

Dee Strauss made a motion to adjourn to the next meeting on September 27, 2023.

Becky Stewart seconded the motion.

Vote: Ayes- 5, Nays – 0, motion carried.

Minutes submitted by Roan Grapes, Administrative Assistant

Minutes approved on _____ 9-27-23 _____