

**King George County Tourism Advisory Committee Regular Meeting Minutes**  
**10459 Courthouse Dr., Ste 200, King George, VA 22485**  
**Revercomb Board Room**  
**August 24, 2022**

**1. Call to Order:**

Meeting was called to order by Jeron Hayes, chairman.

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

Absent: Becky Stewart

Also present were 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 July 2022 Minutes:**

There were no corrections or changes.

Motion to accept the minutes was made by Warren Veazey.

Motion seconded by Bob Baird.

Ayes: 5, Nays:0 Motion carried.

**4. Member Reports:**

Dee Strauss reported that all safety drills have been completed at the schools. JV football starts tonight. Fall sports at both the middle school and the high school have begun. Running Warriors meets every Saturday at 9AM, last Saturday had an event for kindergarten thru 8<sup>th</sup> grade students with the cross-country team assisting. The high school first play is in practice. The Fall Festival Committee meets tomorrow evening at 6pm at the Citizens Center. There is a new club at the high school – Historical Club, advisor is Matt Dibble.

Bob Baird reports that the King George Historical Society held meeting on August 10, they have established an interim Board of Directors to begin financial and paperwork audits to reestablish our corporate paperwork with Richmond and to take care of administrative things. Trying to get the museum back open and move forward. Working to get Website back up with an official site. Elections will be held in November for the next Board. Questions raised regarding meeting place and membership numbers. Official membership currently around 150, had over 40-45 at the last meeting including some new blood.

Dave Hall reports that the Farmer's Market is halfway through the season and will set a record for the most people at the market this year. I would encourage everyone to visit every Saturday between 8 and 12.

Warren Veazey reports the Boots & Barbeque is coming up in September 17, October 1 is the Howling Coyote 10K, October 8<sup>th</sup> is the 5K, 1 miler with Fall Festival, November 5&6 is the annual Caledon Art & Wine Festival. August 6, 50K and the half marathon, had 100 Half marathon and

94 50K runners. Had 50 volunteers including the cross-country team and others. 2 people didn't finish due to heat exhaustion and ankle problems.

Jeron Hayes reported that there was a change of command , at the schoolhouse on base Commander Sean Dennis has started.

Dahlgren Museum exhibit for Navy Land Exhibit is currently at UMW campus Dahlgren, it was put together by UMW interns. The September 3<sup>rd</sup> Murder Mystery has been canceled and will be rescheduled to next year. October 19<sup>th</sup> will begin speaker series 4:30-6pm at White Hall, first speaker is Lt. Col. Jonathon Smith, the commander of U. S. Space Force, 19<sup>th</sup> Space Force Defenders on base, don't know if you knew we have Space Force on base . We have 30ish guardians. He is a good speaker.

Bob Baird- Want to mention nice article in the Northern Neck Historical Magazine by Rob Gates about the history of Dahlgren.

Dee Strauss- Play at the high school is "Clue-the High School Edition" October 19-22, Tickets are \$8.00 available at showcase

Warren Veazey- Jazz in the Country is this weekend.

5. Discussion item:

a. Letter of support for ARPA funds.

Nick Minor explained what the Virginia Tourism Corporation set aside \$30,000 for King George for marketing. We plan to use the ARPA funds to promote the county. First 15,000 will be used to install signs that will establish the Native American Trail.

Second 15,000 will be used for advertising. This will include installation of the trail signs, adding a geocaching component to the trail and webpage development to promote the trail. This includes a budget of how the money will be spent and a second will be a budget that includes how and when the money will be spent.

A draft letter of support for the project is presented for review by the TAC. Nick Minor explained the letter and why it is needed.

Product development is the trail signs.

Explained geocaching and how this will promote the geocache trail that doesn't follow the Native trail and promotes businesses in the county. Explained the benefits and the costs of advertising on the geocaching website. \$5,000 to start, \$2500 annually to maintain.

Bob Baird – What is the concept for the rest of the county?

Nick Minor states the geocache people will help to set up geocache trail.

Warren Veazey asked about the budget.

Jeron Hayes asked about capturing metrics. Nick Minor explained that this is part of the geocache program.

Dave Hall asked how the signs look. Nick Minor gave brief description, like Civil War Trail Signs and the locations.

There was a brief discussion about the expansion areas for future signs.

Bob Baird made a motion to endorse the letter of support for ARPA funds.

Dee Strauss seconded the motion.

Ayes: 5, Nays: 0 Motion carried.

6. Tourism Updates:

Applications for Sheetz to Sheetz and 2023 Garden Club Tour were approved by the board of supervisors with no changes.

Upcoming Festivals: Department will have information booth at the Jazz Festival, the Spirits Festival, the Boots & Barbeque event, the Fall Festival, and the Caledon Arts & Wine Festival. Economic Development will be having a program on Rural Entrepreneurship September 7<sup>th</sup>, at 5:30 pm at UMW Dahlgren and a job fair with the Bay Consortium on September 26 at the Citizens Center.

Jeron Hayes wanted to know if the TAC typically receives a report back after an event. Have we received a follow-up report on the Belle Grove Project?

Nick Minor said no report received and will follow-up with Belle Grove.

Digital Signs- waiting on one more quote. We have two solid quotes. The location of the sign will be at the Citizens Center and Chris has committed to going half on sign. We are getting two types of quotes. Mr. Hall provided a quote from Enterprise Signs. Once the third quote is received, will speak with Community Development regarding permits and bring back to TAC and board.

Dave Hall pointed out that there are two companies that work with a product called Watch Fire, it has a very good review. Recommends reaching out to both companies.

Nick Minor reported that 4 brochure racks have been purchased, will be placed at Back Porch Vineyard, Belle Grove Plantation and Country Inn. One has been placed in the lobby here. Would like to get one at the other vineyard as well.

Bob Baird asked if Walmart had been contacted regarding placement of a rack there. Thinks there might be space in the cart area for a rack. Nick Minor will need to reach out to the manager.

Dave Hall points out that one of the sign companies has mobile displays.

7. Adjourn:

There being no further business, chairman calls for motion to adjourn.

Bob Baird made motion to adjourn to next meeting on September 28, 2022.

Dee Strauss seconded.

Ayes: 5 Nays: 0, Motion carried.

Minutes submitted by: Roan Grapes, Administrative Assistant

Minutes approved: \_\_\_\_\_