

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
October 26, 2022

1. Call to Order:

Meeting was called to order by Jeron Hayes, chairman.

Present: Jeron Hayes, Warren Veazey, and Dee Strauss

Absent: Bob Baird, Dave Hall, Becky Stuart

Also present: Nick Minor, Director, King George 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:

Warren Veazey made a motion to approve the minutes for the September 2022 meeting.

Dee Strauss seconded the motion.

Ayes: 3, Nays: 0

4. Member Reports:

Dee Strauss- Schools will be closed the full week of Thanksgiving. School Board has begun interviews for next School Board Superintendent. Should have new superintendent ready to start January 1. Block Bash on November 5 to raise money for Volleyball Teams.

On Veteran's Day – DECA is holding a 5K and 1 mile Fun Run, all proceeds go to Some Gave All, asking all elementary schools to participate. School with the most participants will receive a donation toward their gym program. Friday November 18 will have a Basketball tournament 3 on 3, teacher/student.

Warren Veazey- Fall Festival a few weeks ago and participation in 5K, 1 mile run doubled. Had 65 runners. Arsenal events is asking about a New Year's Race and ½ Marathon in February.

Annapolis is asking to run here in preparation for the Boston Half Marathon. Oktoberfest at St. Paul's successful.

Jeron Hayes- Captain Copeland asked to pass along thanks for the Fall Festival.

November 30th will be the Tree Lighting and Winterfest on base. Working on invite list for that. Hope everyone had good time at the Dahlgren Downtown event. The Speaker Series at White Hall was a nice event. We are working on a calendar for next year.

Nick Minor – Email received from the Garden Club- they received 10,000 tulip bulbs from Bloomia to be planted in mid-November. They will be needing volunteers for planting.

Suggestion made to plant at the county welcome signs.

Dee Strauss suggested contacting the FFA at the High School for volunteers. Chelsea Tranor-Brown is the advisor. Some schools have gardening clubs.

5. Discussion Items:

Tourism Marketing Incentive Grants- Nick Minor presented proposed tourism grants for new and existing businesses. \$5,000 would be the max award. Business would need to submit a detailed marketing plan for how money will be spent. This grant is for tourism centric businesses such as breweries, restaurants, hotels, B&Bs, vineyards, non-profits, marinas, and agritourism sites. Target is FY 23-24.

Tourism partners mostly collaboration in county.

Tourism Website Development Grant- set around \$10 thousand aside in budget. Use the VTC Microbusiness grant as model for Partners grant. Max award \$5000, could be new or existing business. Nick Minor reviewed the current TAC budget and what is already committed for this fiscal year, changes could be made to next fiscal year to cover this grant.

Nick Minor reviewed the general guidelines and possible performance outcomes. There could also be a tourism website development grant for businesses with max award of 2500 for new or existing businesses. General guidelines would include, completed application, current tax information, copy of business license, completed vendor form, proof of purchase and improvements. Looking for collaborations. Recommendations for fiscal year 2023/24, Request \$80,000 for TAC grants, set aside 60,000 for events and festivals, 10,000 for Partners Grant and 10,000 for Tourism Web Development.

Discussion about what collaborations would look like and potential outcomes.

Questions: Bridge workers no longer at hotels, how will this affect occupancy?

Hotels not friendly to event planners in recent past.

6. Adjourn:

Discussion regarding November and December meeting dates, too close to holidays.

Consensus is to combine the next two meetings and have meeting on December 7, 2022, at 3:30pm

Motion made by Warren Veazey to adjourn the meeting to December 7.

Motion seconded by Dee Strauss.

Ayes – 3, Nays – 0. Motion carried.

Minutes submitted by Roan Grapes, Administrative Assistant

Minutes approved: ___12-07-2022_____