

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
April 27, 2022

1. Call to Order:

Meeting was called to order by Jeron Hayes, Chairman.

Present: Jeron Hayes, Bob Baird, Dee Strauss. Attending via virtual: Warren Veazey.

Absent: Lisa Caswell, Dave Hall, and Becky Stewart.

Also present: Nick Minor, Director of Economic Development & Tourism, Kim Wilson, and Roan Grapes.

2. Public Comment:

There was no public comment.

3. Approval of March 2022 Minutes:

Bob Baird made a motion to approve the March 2022 minutes.

Dee Strauss seconded.

Vote: 4 ayes, 0 nays, motion carried.

4. Member Reports:

Dee Strauss: Teacher of the Year have been posted for each school, now waiting for county wide selection. Adams Family, musical will be presented at the KGHS next week. Tickets can be purchased online. YMCA held special Olympics Swim Meet. Sunday there will be an event for VFW at Barnesfield Park. DECA has been to Atlanta, had a great year as a local chapter but also great year for Virginia, the national president of DECA is from Orange County.

Bob Baird: Looks like Family Day will be great event. Talked to Bill Crouch at Fish and Wildlife, regarding parking at Wilmont, he is interested but nothing will be done until new director is appointed. Exit Realty will have Grand Opening of the Bayberry Office on June 11, 2022. There will be bouncy house and kids' games and hot dogs and good stuff. Seem to have a better presence on Facebook and social media. Need a little more advance notice.

Warren Veazey: Earth Day was good. Waiting for Rick and Tim's to open outside. Looking forward to next race on the DHRT in August.

Jeron Hayes: Back to health status Alpha on base, almost normal, slowly employees are coming back but some still working from home. More on base events. Having a horrible time hiring people for our NWR facilities. Multiple job openings for ages 18 and up, pay is good. Start at close to \$20.00 per hour with openings on base in theater, bowling alley, restaurant, bowl, we have coffee shop. Go to USAjobs.GOV. All jobs listed, please share that. Dahlgren Museum is partnering with The Estate at White Hall on several events. This Thursday April 28 at 4:30. There

will be hors d'oeuvres. Have new exhibit for land acquisition for the base. The Museum struggles continue with bridge construction, new parking lot should be ready by the end of May. And construction close to complete near museum by end of summer.

5. Directors Report:

Nick Minor requested change to agenda.

The EDA Business Appreciation Reception is scheduled for May 12, at Backporch Vineyard. the TAC members are invited to attend.

The Native American Driving Tour internship is finished. 6-7 signs have been developed and forwarded to the Civil War Trail people to review. Believe that it will be 1200-2000 for the signs to be built, printed, and installed. Will apply for state funding to help offset cost. Mr. Minor gave overview of the Marketing Strategies and Trail Features, including demographics. Gave an overview of geocaching, and a series of podcasts about the signs, and NFC codes, these are chips, don't fade like QRC codes and website landing page.

Bob Baird pointed out that NFC codes are programable.

Mr. Minor also gave an overview of options available for Billboard advertising through Clear Channel. He reviewed high travel times, possible locations and costs.

Dee Strauss asked about billboards on I 95, heading north before Carmel Church.

Bob Baird requested that he also look into company called Lamar that also offers billboard advertising.

Jeron Hayes thinks there should be one on Northbound I-95.

Nick Minor will speak with Caroline County about possibility of collaboration.

Strategic Plan goes to the Board next week. May 17th is the public meeting for assessments.

6. Funding Application:

a. Fall Festival:

Dee Strauss was able to give overview of application on behalf of Fall Festival Committee.

They are working to improve and increase participation in the 5K race and the car show.

Requesting \$19,050.00.

Jeron Hayes reports that all previous and 3 new possible sponsors have been contacted and there have been no commitments.

The committee meets on the 4th Thursday of the month at the Smoot Library.

Some discussion among members.

Bob Baird made motion to approve application for \$19,050.00 for the Fall Festival.

Warren Veazey seconded.

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

7. Adjourn:

There being no further business.

Dee Strauss made motion to adjourn to next meeting on May 25th.
Bob Baird seconded.
Vote: Ayes- 4, Nays- 0
Meeting Adjourned.

Minutes submitted by: Roan Grapes, Administrative Assistant

Date Approved: _____