

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

1. Call to Order:

Meeting was called to order by Jeron Hayes, chairperson.

Present: Jeron Hayes, Bob Baird, Becky Stewart, Dee Strauss, and Warren Veazey by virtual.

Absent: Dave Hall

Also present: 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 June Meeting Minutes:

After review, Bob Baird made motion to accept the minutes as presented.

Dee Strauss seconded.

Vote: Ayes 5, Nays 0

Motion carried.

4. Member Reports:

Dee Strauss gave the timeline for teacher and student return to school. She also gave overview of the open house/ orientation for students at each level of school. She also gave overview of the start of football camp. And she thanked the KG EDA & T department for the donation of ink pens for the high school.

Later in the meeting: she reminded the group that the King George Fall Festival committee will meet tomorrow at 6PM. Meeting has been moved to the KG Parks & Recreation Building. Fall Festival is October 8, 2022. The theme is Peace and Liberty.

Bob Baird gave an update on Fishing and Wildlife. They have a new full-time manager who is being briefed on the parking at Wilmont. Will be getting with Nick Minor for project development. He also gave an update on the status of the Historical Society reorganization. He reported that comments on the July 9 Fireworks were "better than Colonial Beach". Would like to see this event expanded some, 2 hours not enough, 6 hours too much. Would like to see more family-oriented activities and more food trucks.

Becky Stewart- Proposed that we find an opportunity to have the Fredericksburg Big Band give a concert in King George, maybe around Christmas.

Dee Strauss provided information on how to obtain a facility use form.

Nick Minor suggested she hook up with KG Parks & Recreation and the Historical Society who have been doing annual Christmas Tree event.

Warren Veazey- Ran the Muddy Lion, over 60 runners in June. Upcoming race in August is the 50 K and the 3H , sold out at 150 runners, on the Dahlgren Heritage Trail. Race will begin in Dahlgren and end in

Dahlgren. Believes Maryland is considering keeping the Nice bridge for pedestrian and biking. Power plant across the river is shut down. May be opportunity to expand trails.

Jeron Hayes- Reported on health status for working is at Alpha, some bases are going to Bravo. That means more telework and less traffic. Trying to plan Navy event for November that would be open to the public. The Dahlgren Heritage Museum will be hosting an event tomorrow at the UMW Dahlgren campus that will be open to the public, celebrating the new Ira & Gladys West exhibit, which is at the museum. There will be a reception at 4:30 pm followed by the presentation. She reported that the billboard promoting the museum and the county is up on 301 south. On August 18, at the Dahlgren UMW campus as part of their speaker series there will be a presentation entitled "Navy Lands". How the Dahlgren naval base was formed in 1918. And on September 3, the museum will partner with the Estate at White Hall Vineyard for a murder mystery dinner. Tickets are available at Eventbrite. All proceeds go to the museum.

5. Tourism Funding Applications:

a. Sheetz to Sheetz Run 2023-

Chris Chalkley presented request for \$4900.00 to help cover 3 main areas, environmental, safety and Marketing/Outreach.

There were some questions and discussion.

Motion made by Dee Strauss to fund the \$4900.00 for Sheetz-to-Sheetz 2023.

Bob seconded.

Ayes- 5, Nays- 0

Motion carried.

b. 2023 King George Garden Week

Nick Minor presented the application on behalf of the Rappahannock Valley Garden Club. Mrs. Erma Baker and Kelly Johnson representing the RVGC was present to answer questions. Mrs. Baker gave an overview and history of the event. All proceeds go back into restoring historic gardens and to state parks. The Garden Club is requesting \$13,065 to cover the Sponsorship, 3 Trolleys, ADA bathrooms, and printing the local brochure. At the \$5000.00 sponsorship level, the county receives Top billing on all promotional materials, the GCV website, the local tour brochure and GVC Guidebook listing. Trolleys would also have banners advertising King George. There was discussion and questions.

Motion made by Warren Veazey to fund the request for \$13,065 for the 2023 King George Garden Week.

Bob Baird seconded.

Ayes- 5, Nays-0

Motion carried.

6. Discussion items:

Nick request that item c. go first. Committee agrees.

c. Application revisions

Will be asking for more detailed marketing budget narrative, such as how and when, where money will be spent and what is the goal of money. Will be asking for receipts or invoices for expenses at the end of the event. This is standard practice for the state, so I am going to model this after the state.

One of the things that has been added by state is invoices and more detailed narratives on how

money will be spent. I will bring example of what I have been working on for your approval and then it will go to board. If you have changes or questions about applications, send them me.

a. Virginia 250th Anniversary – NNK Approach

This is a state sponsored event celebrating the American Revolution. Lisa Hull of Northern Neck Tourism Council asked if we would partner with others in the Northern Neck region for this event. I think it is a good idea. Not sure how much American Revolution history we have in this county so if we team up with the Northern Neck it could be a bigger draw. Would like your feedback so I can take to county administrator and the board. Nick has contacted Fredericksburg and Spotsylvania to see what they are doing but has not heard back yet. Bob Baird pointed out the close connection the county has with Westmorland County.

Discussion about potential partners. Will come back in August with more information.

b. Digital Sign

Parks and Recreation agrees with this. Will split the cost. Have received two quotes and waiting on a third, so far quotes range from 40 to 50 thousand for completely new sign or 20-35 for a retrofit. Will check with Community Development after 3rd quote received and bring back to TAC and Board of Supervisors. Once we have the 3rd quote, we can put together application. Size of sign is 4 x 9. There was some discussion and questions concerning size, placement, and pixels.

7. Tourism Updates:

Upcoming 50K run, Jazz in the country in August, Highmark Brewery is coming to the county. At last night's planning commission meeting they discussed food trucks, agritourism and the size of agritourism locations. Will allow for special exceptions, otherwise is 20 acres.

County has approved special exception for Chick-fil-A. Chipotle plans are under review.

Discussed new café at Machodoc Creek Marina.

8. Adjournment

Motion made by Becky Stewart to adjourn the meeting.

Seconded by Bob Baird.

Meeting adjourned.

Minutes submitted by Roan Grapes, Administrative Assistant

Minutes approved: 8-24-22