

**King George County Tourism Advisory Committee**  
**Meeting Minutes May 26, 2021**

**1. Call to Order:**

Meeting called to order by Bob Baird, chairman.

The following people were present Bob Baird (Historical Society), Warren Veazey (Outdoor Activities), Jeron Hayes (Public Affairs Officer for Naval Support Activities of South Potomac), and Dee Strauss (schools) virtually. Absent were Lisa Caswell and David Hall. Also present were Nick Minor, Kim Wilson, and Roan Grapes.

**2. Public Comment:**

There were no public comments.

**3. Approval of Minutes:**

Dee Strauss made motion to accept minutes for April 28th 2021 meeting.

Warren Veazey seconded.

All members present vote aye, chairman votes aye. Motion carried.

**4. Action Item:**

**a. Elect new Vice-chair:**

B. Baird opened floor for nomination.

D. Strauss nominated Jeron Hayes.

W. Veazey seconded.

N. Minor will check for validity since Ms. Hayes is currently serving as NSWC liaison which has no voting privilege.

Election tabled until later in agenda.

**5. Member Reports:**

Warren Veazey: Upcoming race, Dirty Lion Run, June 27<sup>th</sup>, 50K on Aug 7 on the trail.

Jeron Hayes: Base has moved to Bravo some facilities open more, our policy now is vaccinated, no mask needed, except child programs and facilities. Work force increasing to around 50% in June. We have first community relations council meeting tomorrow, included in that meeting will be new demographics for employees, what they make, where they live, and (inaudible) will make sure you all get copy. We're doing a small 4<sup>th</sup> July event for our county residents and our sailors, like a lunch time picnic. We are promoting the county event the following weekend to our folks. New executive officer coming on board probably in August, current executive office is moving across base, the new executive officer is Commander Brian Cook.

Dee Strauss: Last day of school today and it was asynchronous, graduation was last Friday on the field and Saturday inside the school at three different stages. Individual graduations started at 8:30am and went until 2:30pm. Tomorrow last day for student device and materials return. First day of for next year totally in person is August 9,2021. Sports are still active, baseball, softball, and soccer.

Bob Baird: Historical Society starting to ramp up, picnic for members 3<sup>rd</sup> Thursday of June at White Hall, museum open part time due to health issues among members.

Update for Vice-chair election-

Nick Minor relates that Jeron Hayes is the NSWC liaison, other portions could serve under are civic organizations, restaurants, arts. Because she is on the board of the Dahlgren Museum could serve under civic organization. Would have to put in a request to the board to be re-designated for that area. As NSW liaison you do not have a vote.

Jeron Hayes will ask board for new designation.

Members in agreement.

Election tabled to next meeting.

## **6. Director's Report:**

Budget after previous accrued applications totaling \$8000, the current fund is at \$546,000, does not include new fiscal year allocation of \$90,000.

Have 2 applications that are as soon as possible requests.

To pay for Parks and Rec signs and to pay for the fireworks.

Two things to consider of the things we have already approved is \$6000 approved for visit King George website, \$24-30,000 for Olde Town Lawn, lawn maintenance contract.

\$10,000 request coming for Civil War Trail signs that were just installed.

4<sup>th</sup> of July will come out of general fund, should already be taken out.

Salaries will come out of new fiscal allocation. Around \$20-25,000 for salaries.

Any overages will come out of general tourism fund.

July 1 begins new fiscal year.

Less than \$10,000 remains in current year allocation includes remainder of this year's salaries.

Question posed is how do we cover requests for June, July? Approved applications can be taken to board, and it will be their decision to fund or not. Based on their request for as soon as possible it can come out of general fund. Question will be whether the Board of Supervisors will charge that to our fiscal year allocation.

Civil War trail signs are finally up. We have an open purchase order with them so probably will not come to the TAC but will be coming out of TAC fund.

Tourism video request for proposal is with procurement department, they are reviewing, and we should be getting comments on what needs to be changed back, there is a fifth procurement requirement for the county and state so should be out to bid by new fiscal year.

Independence celebration is July 10, 5pm – and park closes at midnight.

## **7. Discussion Items:**

### **a. Tourism Strategic Planning Townhall dates/times**

Nick Minor presents proposed dates are June 7, 4:30 – 6:30, July 14, 4:30 – 6:30, July 21, 4:30 – 6:30, recommends start early, typically these type meetings last about hour or hour and a half.

Nick Minor commented that he wants TAC at every meeting but that does not mean every member at every meeting. Discussion about dates and availability of members. Agreed upon

dates are June 7<sup>th</sup>, July 15<sup>th</sup> and July 20<sup>th</sup>. Nick and staff will prepare presentation on survey results, summary of previous meetings and with questions for the public.

Nick Minor commented that after public meeting process, the Tourism Advisory Council will be on their own working time to put together a budget and general marketing plan as to what we will fund and how it will be funded, put it on paper to present to the board.

## **8. Tourism Funding Applications:**

### **a. King George Fall Festival**

King George Fall Festival Committee is requesting \$23,000 for advertising, signs/banners, carnival rides, petting zoo, carnival games, prizes and clown, band, stage, liability insurance, tent, tables, chairs, sanctioned race expense and printing of programs.

Points made by D. Strauss: this is the 62<sup>nd</sup> Anniversary, provides free and fun family activities, committee has decided to offer local businesses free business card size advertising in the program. EDA has given \$1000 towards printing of program.

Corporate sponsors is not something solicited heavily due to time and attention that takes and having a volunteer to dedicate their time to that.

Tents, tables, and chairs are rental.

Signs are reused as able.

Discussion about which items are specifically to generate visitors.

Surveys are done when people come into cafeteria.

Discussion of directions from board of supervisors regarding items that may not be approved.

Dee Strauss discussed the history of Fall Festival family games, rides, and entertainment for the children.

Decision to move forward with Fall Festival for this year was made at beginning of May.

Nick Minor recommends funding \$10,000.

Points in favor of full funding made by Jeron Hayes:

Biggest event in county, draws people from outside the county, it is the only event like this held in the county, you have to go out of county to get anything like this.

Motion by Warren Veazey to fully fund the King George Fall Festival with cautionary note.

Seconded by Jeron Hayes

Nick Minor advises caution.

Members vote aye, chair votes aye. Motion approved.

Fall Festival Committee meets 4<sup>th</sup> Thursday of each month 6:30pm at the Sheriff's Office.

### **b. Jazz in the Country**

Joan Waters and board member Randy Pryor presenters.

Excited about bringing live music to the county.

Seeking funding to talk about the festival and promote the county.

Intense marketing campaign majority of which would happen in July and August.

Have already started marketing with links to county website.

Are seeking sponsorships from partners from 2019 and new potential partners. Both corporate and individuals.

Requesting \$20,000 that will cover website, radio, newspaper, Facebook, printing, google, Aiming for 250 paid visitors.

Discussion of items listed on request. Which ones are ok and which ones are not. Anything related to marketing would be acceptable.

Acceptable items:

Marketing website - \$1700

Marketing radio - \$3500

Marketing Google Ads - \$2100

Marketing Facebook - \$2000

Marketing Newspaper - \$2000

Marketing Photo Video - \$1200

Misc. (photo, video tables/chairs, etc - \$1250

Printing (banners, flyers, event programs) - \$1750

Total is \$15,500. \$62/person

Pros- unique event for the county, promotes the county, has potential to grow.

Cons- grant money per patron is disproportionate, limit on number of patrons this year.

Jeron Hayes – Made motion to fund \$15,500 for Jazz in the Country 2021.

Warren Veazey – Second.

Question and discussion regarding budget and funds available and how funds are replenished.

Nick Minor believes both of these applications will come out of general TAC fund. The fund does get renewed twice a year. Funding will be up to the Board.

Members vote aye, chair votes aye. Motion approved.

No further business.

**9. Adjourn:**

Next meeting June 23, 2021

Motion to adjourn by Warren Veazey.

Second by Jeron Hayes

All members vote aye.

Meeting adjourned.

Minutes submitted by: Roan Grapes, Administrative Assistant

Date approved: \_\_\_\_\_