

King George County Tourism Advisory Committee Regular Meeting Minutes July 28, 2021

1. Call to Order:

Meeting was called to order by Chairman Bob Baird.

Attending: Bob Baird, Warren Veazey, Jeron Hayes and Dave Hall. Also attending is Nick Minor, Director of Economic Development & Tourism, Kim Wilson, Economic Development Specialist, and Roan Grapes, Administrative Assistant.

Absent: Dee Strauss

2. Public Comment:

There was no public comment.

3. Approval of May 2021 meeting minutes:

Motion made by Warren Veazey to approve the May 26, 2021, meeting minutes.

Seconded by Dave Hall.

There was no discussion.

All members present and Chairman vote aye. Motion carried.

4. Action Item:

Warren Veazey nominates Jeron Hayes to be co-chair for the TAC committee.

There were no other nominations.

All members and Chairman vote aye.

5. Member Reports:

Warren Veazey – Muddy Lion went Ok. Next race is on August 7, 50 K and 3 H. The 50K has about 125 runners signed up and the 3H has around 100. Still looking for volunteers.

Jeron Hayes- Base is back to HP condition Bravo, stage 2, less than 50% employees on base, social distancing and wearing masks if you are unvaccinated. Base will hold a 9/11 remembrance on 9/10 at UMWC Dahlgren Campus, open to the public, open at 9 AM. Trying to get different civic groups to participate so I may be reaching out to get as many people as possible to participate as this is the 20th anniversary. Saturday, 9/11 is a day of service, so looking for service projects that need volunteers. Dahlgren Museum hours are the same. Had an intern this summer, made headway in cataloging and organizing and working on promotional video, she will be with us through the fall. Trying to get more hours but with cases going up we are following VA Tourism guidelines.

Dave Hall- No report.

Bob Baird – Was present at the Independence event on the 10th. Great event but disappointed in the attendance and comments from people that they didn't know about it or hadn't heard about it soon enough. Brought to attention of Board of Supervisors, urged the board to consider establishing some sort of public relations function. Have attended events at Back Porch Winery, Historical Society held event at White Hall and attended a political event at Ingleside. Venues offer opportunities to host events like those and bring in people, but where will they stay? Hotels in Dahlgren consumed by base. Representatives and Senators have introduced a bill to make Northern Neck a National Heritage Area, if this passes, this will make King George the gateway to a national historic area. How will this impact King George? Friends of Caledon want to expand over to Lake Caledon, don't know where that's going or if we need to get involved. We lost opportunity for public boat access; Greenlaws Wharf is under contract with private family. That leaves Wilmont which has parking issues. Had communication from Dahlgren Museum regarding working together. Fall Festival is on – need to encourage and assist in publicizing further. Raises awareness in need for public relations, we need county calendar. Info needs to be accessible. Planning functions with surrounding counties to prevent conflicts.

Discussion regarding accessing information that is posted on visit King George website. Suggestions: Contact American Business Card regarding an article in the magazine or investigate an electronic marquee.

Action Item for next meeting: Get quote for electronic marquee

6. Presentation: Chris Clarke presents Parks & Recreation follow-up report for Independence Celebration.

Committee consensus is to support this event again next year.

Chris Clarke also gave report on 9 to 11 ball tournament and update on repairs and changes at Parks and Recreation Center.

7. Director's Report:

Nick Minor – Three updates. One is related to economic development and the other two are directly tourism.

First- American Heritage Native American Trail. Have been working on this for about a month. Trying to coordinate and see what interest is. Inspired by Civil War Trail, what other assets do we have to create another trail.? Native American Heritage not just county specific but also regional. Have reached out to UMW historical preservation, to see if they would work with the county for a Native American Trail series. Got confirmation today that I will be meeting with the Rappahannock tribe this week or next week and a meeting with the Patowomeck tribe tomorrow. This will be done in collaboration with the university, so it gets done right and to get

the story right. First meeting with chief and 2nd meeting with the tribe. Discussed locations for different types of historical markers.

Second – King George has been awarded a \$500,000 grant to repair the roof on Ralph Bunch High School. Awarded by the National Park Service African American Civil Rights Program. Kim wrote the grant, and we were awarded. Round of applause for Kim.

Third – EDA has agreed to match donation to schools, so we are putting together 50 back packs to match Geico donation. Recognize Roan for assistance putting this together.

8. Discussion Items:

Nick Minor-

- a. Strategic planning update. Would like 2 work sessions, combine financial and strategic. Then marketing separate. 3-5pm on August 17, 2021. At the library, public meeting, Save marketing for August 25, 2021, at 4:30 PM after regular TAC meeting.

Bob Baird requests a draft prior to next meeting.

9. Adjourn:

Warren Veazey made motion to adjourn meeting to the next scheduled meeting August 25, 2021, at 3 PM.

Seconded by Jeron Hayes.

All members and chair vote aye.

Bob Baird, Chairman, adjourned meeting.

Minutes submitted by: Roan Grapes, Administrative Assistant

Minutes approved on: _____