

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
March 23, 2022

1. Call to Order:

Meeting was called to order by Jeron Hayes, Chairwoman.

Present: Jeron Hayes, Warren Veazey, Dave Hall, Dee Strauss, Becky Stewart. Also present: Nick Minor, Director of Economic Development & Tourism, Kim Wilson, Economic Development Specialist, and Roan Grapes, Administrative Assistant.

Absent: Bob Baird, Lisa Caswell.

2. Public Comment:

There was no public comment.

3. Approval of Minutes:

Warren Veazey made a motion to accept the minutes from February 23, 2022.

Dee Strauss seconded motion.

Ayes – 4, Nays – 0. Motion carried.

4. Member Reports:

Dee Strauss – Reported on FAA competition, DECA competitions, spring sports, spring musical and the Running Warriors.

Warren Veazey – Reported on the Sheetz2Sheetz race.

Dave Hall – Reported on the opening of the Farmer’s Market on April 30th.

Becky Stewart – Reported on wineries and upcoming festival at Stratford Hall. Interested in working with Parks & Recreation to create a summer concert series.

Jeron Hayes – Reported on status of workers on the base. New Captain coming in April. The Dahlgren Heritage Museum will partner with The Estate of White Hall Vineyard for special events. The museum is a victim of the new bridge, but it is open. Will be getting a new parking lot.

5. Funding Applications:

a. Parks & Recreation: Christmas Lights

Chris Clarke from King George Parks & Recreation presented request. Current pole lights are at the end of serviceable life. 26 poles available but Dominion Energy will need to repair outlets on several poles. Asking for up to \$20,000.00 for replacements. \$20,000 is the not to exceed amount.

Discussion around the cost and type of lights. How items will be purchased. Could banners be added throughout the year to promote other events. Committee asking that Chris investigate this option with Dominion Electric.

Nick Minor- Recommends this amount be taken from the TAC reserve fund rather than operating fund.

Dee Strauss made a motion to approve the request for up to \$20,000 to be used to replace the Christmas Lights.

Becky Stewart seconded.

Vote: Ayes – 5, Nays – 0. Motion carried.

b. Dahlgren Heritage Museum – Billboard

Dr. Robert Gates presented request. Museum needs a sign on the Maryland side of the Nice Middleton bridge to advertise museum and King George County. They are partnering with Topside Federal Credit Union. two-panel billboard 7 tenths of a mile north of the toll booth. Total estimated cost is \$3400.00. Requesting \$1100 from the TAC so cost would be split 3 ways, \$1200 from Topside, \$1100 from museum. Billboard will be up for the month of July and potentially the month of August for free.

Discussion around size and message of the board, example was provided in application packet.

Discussion also included questions regarding how to monitor effectiveness of the sign. Dr. Gates reports there is a plan in place.

Nick Minor asked if this would make sense for a 6 month or annual expense, or extension of billboard. Dr. Gates agreed to investigate this possibility.

Warren Veazey made a motion to fund the \$1100 for a Rt. 301 billboard.

Dave Hall seconded.

Vote: Ayes – 5, Nays – 0. Motion carried.

c. Jazz in the Country

Joan Waters presented request. Jazz in the Country was asked to clarify cost of radio ads. Budget for marketing updated and request now stands at \$22,050. All promotions include information for King George County. Headliner announced, they are partnering with local vendors for food and hotels. Some discussion about out of area attendees from last year. Ms. Waters reviewed numbers from last year.

Warren Veazey made a motion to fund \$22,050.00 for the Jazz in the Country event.

Dave Hall seconded.

Vote : Ayes – 5, Nays – 0. Motion carried.

Ms. Waters reported on a Juneteenth celebration to be held at Mt. Bethel.

Nick Minor reported that on an operational standpoint we would not be able to cover that this year. So, my staff recommendation will be less. It will up to the board. What is left in budgeted amount

and what obligations are already scheduled. Budget will need to be reviewed. Funding Jazz in the Country would create a deficit. I have to be fiscally responsible.

Have received finished signs from the students for the Native American Trail Series, need to talk to Civil War Trail installers for planning install.

6. Adjourn:

Dee Strauss made motion to adjourn with next meeting on April 27th, 2022.

Warren Veazey seconded.

Vote: Ayes – 5, Nays – 0. Meeting adjourned.

Minutes submitted by: Roan Grapes, Administrative Assistant

Minutes approved: 4-27-2022