

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
June 28, 2023

1. Call to Order:

The meeting was called to order by Jeron Hayes, chair.

Addendum : It is noted that meeting was held at the King George Citizens Center due to the lack of air conditioning in the Board room.

Present: Jeron Hayes, Warren Veazey, Becky Stewart, Dee Strauss, and Dave Hall.

Also present: Kim Cook, Economic Development Specialist, and Roan Grapes, Administrative Assistant.

Absent: Bob Baird

2. Public Comment:

There was no public comment.

3. Approval of Minutes:

Minutes for last meeting in May 2023 were reviewed.

Warren Veazey made a motion to approve minutes as presented.

Dee Strauss seconded the motion.

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

4. Member Reports:

Dee Strauss – Summer school ends this week. Lunch bunch prepares lunch for students under 17. The football team is gearing up.

Warren Veazey – Next big race the 50K and 3H Marathon on the trail is August 5th. Working on the trail now. Will be using UMW parking lot for staging. Kayaked to Caledon and spent the night. The cost is about \$20.00 for a campsite.

Dave Hall – No report.

Becky Stewart – Stratford Hall having 4th of July event. Steve Hickman from King George, plays fiddle, will be playing. There will be a special open house on July 5th. Working with Fredericksburg Jazz Collective, a non-profit organization in Fredericksburg that serves local communities including King George, setting up programs, this is a result of the Big Band Concert, working with jazz students held in King George. Working on programs, workshops for professional jazz musicians to work with students maybe starting in the fall.

Jeron Hayes - Captain David Wilson, Jr. took over as commander on June 1st. June 22 was “Bring your kids to work day”, had over 500 kids on the base. Had all kinds of stem programs for kids who will not be engineers. Will have security assessments the week of July 10th. It may include temporary gate closures. Dahlgren Heritage Museum’s program on June 22nd at University of Mary Washington, “Through a Child’s Eyes” , was really nice. It was well attended with about 75 people. There are more programs coming. The museum is open Wednesday – Sunday throughout the summer. More programs coming.

5. Discussion Item:

a. – Music in the Vines event Recap and report

Recap included expenses, audience reach and request for additional funding for the third event. Discussion about how money was spent, questions about what was left over that could be used again next year or to begin the next event. TAC members would like added to final report who the musicians were and crowd reception.

Dee Strauss made motion to fund request at \$4000.00.

Warren Veazey seconded the motion.

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

b. DMO certification:

Kim Cook presented information and a formatted letter for TAC members to review before it goes to the Board of Supervisors. This designation will allow us to apply for grant money for tourism. The letter has gone to the county attorney for review, waiting for her response. TAC members reviewed. Members approved of designation and letter by consensus.

Dave Hall had questions about the Fall Festival.

Dee Strauss explained about the volunteer nature of the signature county event. They are working to obtain sponsors and ad sales.

The question was raised if county should add line item to assist with cost. May need to revisit with the Board of Supervisors.

6. Adjourn:

Warren Veazey made a motion to adjourn the meeting.

Dee Strauss seconded the motion.

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

Minutes submitted by Roan Grapes, Administrative Assistant

Minutes approved on _____7-26-2023_____