

**King George County Tourism Advisory Committee Regular Meeting Minutes**  
**10459 Courthouse Dr., Ste 200, King George, VA 22485**  
**Revercomb Board Room**  
**July 26, 2023**

1. Call to Order:

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

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

Absent: Dave Hall.

Also present: Nick Minor, Director Economic Development and Tourism, and Roan Grapes, Administrative Assistant.

2. Public Comment:

There was no public comment.

3. Approval of Minutes:

Minutes for last meeting in June 2023 were reviewed.

Warren Veazey requested that the TAC met in the Citizens Center instead of board room due to broken air conditioning be added to June minutes.

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:

Bob Baird – King George Historical Society is working on a time capsule for the new courthouse. Still accepting items for that. Had a conversation with Fish and Wildlife Management regarding parking at Wilmont. They are enthusiastic about this and may ask for cost sharing. Attended the meeting for Northern Neck 250<sup>th</sup> Committee. They are working with all counties in the Northern Neck, preparing for three years of activity, we will need to prepare for some funding.

Dee Strauss – This past Monday the new teachers had workshop and lunch at UMW Campus Dahlgren. They report to school tomorrow for 2 days of training. On the 31<sup>st</sup> all staff return to school. There will be open houses on the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> of August. High School will be on Thursday night from 5-7. Tuesday, August 8 school begins. There will be a 4-day weekend for Labor Day. Outside extracurricular activities and sports are canceled this week for the heat unless they can be done inside.

Warren Veazey – Getting ready for the August 5<sup>th</sup> race. Will start at the Mary Washington Campus. Happy to see the new Self-Storage units being built. They have included in the plans to

replace the trail on their property. Looking for volunteers and people to get out on the trail in the morning and evening.

Becky Stewart - Working with the Jazz Collective in Fredericksburg to include students from King George. King George students are a targeted group for Jazz Jam and workshops. She and husband are working with Stratford Hal on outreach of workshop they have, and working on workshop on African music and drumming and how it is involved in today's music. We have submitted a grant to Virginia Humanities for additional support for outreach to the community.

Jeron Hayes – Final eval of security assessment is completed and passed with flying colors. There is maintenance at the main gate this weekend, all traffic will be directed to B gate this weekend. The next South Potomac Community Relations council meeting is on August 21 at Indianhead and will meet in King George on November 14<sup>th</sup> at UMW.

Dahlgren Museum is working on 10<sup>th</sup> anniversary activities. Dueling Pianos will be at The Estate at White Hall Vineyard on November 11<sup>th</sup>, tickets will be available soon. Had a successful speaker series last month and continue to plan to celebrate the first decade of the museum.

5. Tourism Funding Application:  
a. Spirits Festival

Michelle Darnell presented an application from James Madison Belle Grove Foundation for \$7334.10 to support the annual Spirits Festival. The festival has added an extra day this year and the expectation is that the number of visitors will also increase.

There was discussion among the members of the TAC. The consensus is that sponsorship would be more appropriate. How can we promote the county?

Michelle Darnell said that tent area could be provided for the event. A permanent display in the lobby for 1 year is possible. Could let you speak about the county on stage during the event. Can be added to radio and social media advertising.

Dee Strauss made a motion to fund the James Madison Belle Grove Foundation Spirits Festival with a \$6000.00 county sponsorship. With Visit King George displayed as part of the advertisement.

Warren Veazey seconded the motion.

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

b. St. Paul's Oktoberfest:

Mike Purello presented an application for the St. Paul's Oktoberfest for \$15,000.00. This is the second year for this festival. He gave the history of last year's event. They have already included Visit King George in their advertising. They submitted supplemental documents with more details on what they need and why.

There was discussion among the members of the TAC.

Dee Strauss made a motion to fund \$7000.00 for the St. Paul's Oktoberfest.

Bob Baird seconded the motion.

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

6. Discussion:

a. 301/207 Corridor Visitor Guide, 2024 Edition

Nick Minor presented the request to continue this collaboration with Caroline County. The Visitor Guide is very popular, and we have the only box left. There were 13,000 printed last time. The cost to us is for printing and we share that cost with Caroline County.

There was discussion among the TAC members regarding corrections needed in the next guide.

Corrections will be sent and an application for funding will be completed.

Bob Baird made a motion to fund the 301/207 Visitors Guide in an amount not to exceed \$6500.00.

Becky Stewart seconded the motion.

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

b. Northern Neck 250<sup>th</sup> celebration

Nick Minor gave an update on the committee assignments and needs. He is the chairman for the Marketing committee. They still need help with the 4th of July, speaker series, fund raising and veteran affairs.

7. 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 \_\_\_\_\_8-23-23\_\_\_\_\_