

King George County Tourism Advisory Committee Regular Meeting Minutes
10459 Courthouse Dr., Ste 200, King George, VA 22485
Revercomb Board Room
August 23, 2023

1. Call to order: Meeting was called to order by chairman, Jeron Hayes.
Present: Dee Strauss, Warren Veazey, Dave Hall, and Bob Baird.
Absent: Beckey Stewart.
Also present: Chris Clarke, Director KG Parks & Recreation, Roan Grapes, Administrative Assistant.
2. Public Comment:
There was no public comment.
3. Approval of Minutes:
Minutes reviewed by TAC members.
Warren Veazey made a motion to accept the minutes.
Dee Strauss seconded the motion.
Vote: Ayes:5, Nays:0, motion carried.
4. Reports of Members:

Dee Strauss reports that 100 students attended the State Fair today. Multiple groups have participated in competition at the fair, including FFA, CTSO, POSA goes on Friday and DECA went today. Waiting for the results of today's competition.

This is homecoming week; varsity football is on Friday with Homecoming dance, theme is "Starry Nights" on Saturday.

Fall Festival , 64th annual, is October 14th, starts with 10k/5K/1mile run in the morning, Parade starts at 11:00 and includes road closure starting at 10:30 from King George Elementary to King George High School. Lots of entries in parade, crafters and vendors, food trucks and car show. The Bachman's, a local band, will play from 12-3pm, Free activities for kids and Cornhole tournament. The band will perform at 1:30pm. Miss Kennedy Byrd is Miss King George Fall Festival queen.

Bob Baird- Historical Society is up and running, there are paperwork issues that are being worked on. Nice meeting last week. Arnacha Jackson's gravesite has been identified. The annual picnic for the Historical Society is October 21. Will work with Parks & Recreation for Christmas Tree lighting. The Society has chosen to have 10 meetings per year. The old Courthouse will provide additional space. Members of the King George 4H horseshow participated in state convention and there were several winners here in the county.

Dave Hall had no new report.

Warren Veazey- Last Saturday was Oktoberfest at St. Paul's. They did a good job. Checked trails on Sunday for cleanup following storm. Enjoying the river.

Jeron Hayes- Apologizes for traffic backup in Dahlgren. Increased base traffic due to work schedules. The base is gearing up for fall activities, waiting for the government shut down decision. Dahlgren Heritage Museum will be having Dueling Pianos, November 11th at the Estate at White Hall Vineyard, almost sold out. Museum is beginning a 10th anniversary celebration year. Will have a forum on November 15th at University of Mary Washington Dahlgren campus. Will have video and tribute, more information coming.

5. TAC Applications:

a. Sheetz-to-Sheetz – Chris Chalkley

Chris Chalkley presented a summation of how grants from TAC have matured the race.

Chris Chalkley presented an application for \$2987.00 for Advertising and Outreach and Course logistics.

Last year we hired professional traffic control, they did not show up until the race had already begun, did not pay them so that money is available for this year and another company has already been signed for the event.

They are actively reaching out to younger runners and low-income runners by offering a scholarship program which is new this year.

There was some discussion and questions from TAC members.

Dee Strauss made a motion to fund the Sheetz-to-Sheetz race for \$3000.00.

Dave Hall seconded the motion.

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

6. Presentations:

a. Jazz in the Country- 4th Annual Festival

i. After Action Report – Joan Waters

Joan Waters gave a report on the festival with video presentations. She reports that marketing spend for 2023 was \$28,908, Ticket sales were \$23,874 and Revenue was \$53,975. Attendees were from Virginia, Maryland, Washington DC, Wilmington DE, St. Petersburg FL, and Encino, CA.

New this year was a music workshop with the King George High School music students. The workshop was conducted by Special Guest Performer Paula Atherton. There were 60 plus participants.

b. Chris Clarke gave an overview of upcoming programs for the Fall Festival and for next year, May 4th will be Family Day which is a collaboration with the VFW, Social Services and Parks & Recreation. A new obstacle course has been purchased with a Star Wars theme.

The new sign is on hold in part due to staff turnover in purchasing. Hay bale will be back soon.

7. Adjourn:

Warren Veazey made a motion to adjourn until the next meeting on October 25, 2023.

Dee Strauss seconded the motion.

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

Minutes submitted by Roan Grapes, Administrative Assistant

Minutes approved on _____ 10-25-2023 _____