

# King George County Tourism Advisory Committee Regular Meeting Minutes September 22, 2021

1. **Call to Order:** Meeting called to order by Bob Baird, chairman.

Present: Dee Strauss, Jeron Hayes, Bob Baird and Warren Veazey virtually. Absent: Dave Hall. Also present were Nick Minor, Economic Development & Tourism Director and Roan Grapes, Administrative Assistant.

2. **Public Comment:**

There was no public comment.

3. **Approval of August 2021 meeting minutes:**

Dee Strauss made motion to approve the August 2021 minutes.

Jeron Hayes seconded.

All members and chair vote aye. Motion carried.

4. **Member Reports:**

Dee Strauss – Gave update on school, all schools still in person. Covid information on school home page. At the high school the JV and varsity football teams are playing, next game is October 1, Homecoming. Running Warriors is a running activity for elementary and middle school age children, run by high school students, every Saturday morning. Reporting on Fall Festival, events begin on Saturday, September 25<sup>th</sup>. Includes 1<sup>st</sup> annual Corn Hole tournament and pageants begin at 1pm. There is a fee for the attendees of pageants, proceeds go to offset scholarships of the Miss King George. October 9<sup>th</sup> begins with 5K Fun Run on the Dahlgren Heritage Railroad Trail. At the high school there will be a food court, a car show, craft, and vendor fair. Parade begins at 11am at the courthouse, ends at the high school. There will be games and events from 12-4 at the high school. High School band will be performing at 1:30 pm and after that a double elimination Corn Hole tournament.

Jeron Hayes – Gave update on Dahlgren – limited to 40% on base workforce due to Covid. 9-11 Remembrance program had to be moved to the base (held outside) due to Covid restrictions and was attended by King George first responders and Base first responders. High School ROTC with Aegis students presented blended color guard. Bob provided an amazing singer for the National Anthem. Dahlgren museum is open Friday, Saturday, and Sunday, 10 am to 4 pm. Lot going on around museum because of bridge, losing internet often. Trying to ramp up programs whenever people are able to attend in person again. We have had a history intern from University of Mary Washington for about 6 months, she has done a promotional video for the museum, provided insights and social media strategies and that sort of thing so that we reach an audience that we weren't reaching before. The museum received a grant from the Community Foundation couple of weeks ago to work towards continuing that intern program so we can bring people in to help us document our historical items and

grow our museum and make it friendly to a lot of different demographics. We have a new member of the board, retired Navy Captain David Zook who was previously the CO for ATRC at Dahlgren.

Bob Baird – Historical Society has started meeting again and had a meeting 3<sup>rd</sup> Thursday of the month. Planning a Christmas dinner, not final on the date yet. And will put together program. In the new year they will be meeting monthly or at least every other month with a series of programs on the history of the county. Will start with the Indian Nations talking about colonial times. Trying to reopen museum on Thursdays and Saturdays. Will work with Parks and Recreation for Christmas Tree Lighting. Went over to the Caledon Outdoor Days and put up an exhibit, unfortunately, attendance on our side of the field was very light. Didn't stay the entire day. What was potentially a great event was limited by two things, lack of coordination of events in the county, there were 4 events in the county on the same day, and also a lack of advertising. Will have booth at Fall Festival. Shiloh Baptist Church will hold a Harvest Party, October 15<sup>th</sup>, starts around 5pm and lasts until 8pm. Will be meeting with Acting Director of the Regional Natural Fish and Wildlife next Thursday at 8 am and looking at Wilmont Landing and the access road. And looking at possibilities of increasing parking.

Warren Veazey – No report.

#### **5. After Action Report:**

Joan Waters accompanied by fellow board member Randy Pryor, gave follow-up report on Jazz in the Country Festival. 310 tickets sold. 133 were from Virginia, 121 from Maryland, and 56 were from Washington, DC. She outlined which social media platforms were used and which advertising venues were used, road signs, print and radio stations. Also reported on social media traffic. And a financial overview. Comments from TAC members acknowledging the success of the event.

#### **6. Funding Application:**

Sheetz 2 Sheetz- Chris Chalkley presented application for the Sheetz 2 Sheetz 2022 Trail Run. Asking for \$14,124. Funds to be used to increase a comprehensive and creative marketing strategy. Goal being to get to 300 runners. They are changing focus of race end to King George Gateway Shopping Center with the goal that people will stay in hotels and eat at near-by restaurants after the race. There is more parking available at the shopping center, and he has already spoken with Mr. Murphy the owner of shopping center. He is on board. Runners will be bussed from shopping center to start of race. Runners will be able to walk back to parking lot from end of race.

Discussion centered on number of runners and reusability of signs. The plan is to cap runners at 300 and there are reusable signs in the plans.

Jeron Hayes made motion to fully fund at \$14,124.00 for the Sheetz 2 Sheetz, 2022 event.

Dee Strauss seconded.

All members and chair vote aye. Motion carried.

Bob Baird requests a change in agenda for the addition of presentation by Adam Simonoff. To be added after our discussion of the RFP.

All members agree.

**7. Discussion Items:**

**a. Videography RFP's**

Nick Minor- Had 1 interview today, cannot discuss details but at some point, we will need to lay out who will be working with the choice. We have 5 members plus staff. Suggest deciding on committee format. Suggests 2-3 committee, could have a rotating member, who will review and report back to TAC. Nick would be one constant as staff. Discussion revolved around number of committee and subgroups represented by members.

Nick gave update from Board of Supervisor meeting, Becky Stewart has been appointed to the TAC, will represent culture and arts. Nick needs to check the set that Jeron Hayes was assigned to when she was reappointed. Becky Stewart has a background as a performer, flautist, and DoD manufacturing processes. The Google Ad words are live now.

**b. Presentation for King George Coffee Table Book**

Adam Simonoff presented an idea for consideration regarding a professionally done coffee table book featuring King George County. Gave overview of what book would look like and content. Would be looking for financial assistance for initial printing. Proceeds could be donated to local charities. He has a professional photographer who will donate her skills. Discussed potential places for distribution. Does not have hard numbers at this time. Looking for consensus on interest. Labor for project would all be donated. Cost would be in the printing.

Discussion regarding possible board reaction, upcoming RFP, and process.

TAC members and chair would like to review presentation and further open discussions before giving an answer.

Bob Baird read and thought piece that he recently wrote about King George and read at the Historical Society meeting. See attachment.

**8. Adjournment:**

Dee Strauss made motion to adjourn.

Jeron Hayes seconded.

All members and chair vote aye. Meeting adjourned.

Minutes submitted by: Roan Grapes, Administrative Assistant

Minutes Approved on: \_\_\_\_\_