



## **Patrick County Tourism Advisory Council**

Called meeting of January 19, 2023

Present: Bessie Weber, Chair; Kurt Bozenmayer, Co-Chair; Jeanie Clark, Secretary; Mary Dellenback Hill; Wayne Kirkpatrick; Brian Alley

Also Present: James Houchins, Tourism Coordinator; Grace Cooper, Assistant Tourism Coordinator; Sean Adkins, Economic Development Director; Denise Stirewalt, Board of Supervisors

Absent: Chris Prutting

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The Patrick County Tourism Advisory Council meeting was held on January 19, 2023 in the Community Room and P & H Community College.

### **MINUTES**

The minutes of the previous meeting and the meeting agenda were sent via email and presented. On motion by Wayne Kirkpatrick, seconded by Brian Alley and carried, the Council approved the January 19th agenda as well as the December 19th minutes.

Voting Yes: Bessie Weber; Jeanie Clark; Mary Dellenback Hill; Kurt Bozenmayer; Brian Alley; Wayne Kirkpatrick

Voting No: None

Abstaining: None

Absent: Chris Prutting

### **PUBLIC COMMENT**

There was no public comment.

### **FINANCE/TOURISM REPORT**

James reported it has been a busy month.

The lodging association meeting will be held January 23rd in the hopes of bringing any short term lodging people to attend. There have been some changes, and there is talk among other localities as to how to regulate short term rentals. Some larger areas are having issues with Airbnb requirements.

The Tourism department is getting ready for the upcoming VA250 Council meeting to be held Monday, January 24th at 6:00. James is the liaison, and he hopes to obtain a chairman. This will be a celebration of American history and a boost for tourism. It will be highlighting the history of the Revolutionary War.

James is also working on getting the Tourism summit going as well. They are locked in a location at Fayerdale Hall at Fairy Stone State Park. Much of the Park and Cabins have been renovated, and it will be a wonderful place for people to stay and visit.

Progress is being made on the Moonshine Heritage Trail. James has been working in collaboration with the West Piedmont Planning District Commission, the VTC, and Friends of Southwest Virginia. They are presently working with Floyd and Franklin counties in the hopes of including other areas in Virginia. Information is being gathered for a logo. They hope for this to become a major attraction for Patrick, Floyd, and Franklin Counties.

Kurt, James, and Bessie continue to work with Lori on some of the line items of the budget. There are a couple items that show the money is depleted; however, there are monies available. We are still waiting on \$40,000 from VTC for the magazine.

Grace has plans to work with Eli Robertson, horticulture teacher at PCHS, for students to help with the signs entering Patrick County. She would also like for them to work on the Angel Overlook at Meadows of Dan. She continues to make flyers and work on other items to help the Tourism department.

## **MARKETING REPORT**

David Stanley reported he has sent the clings for the airport window. He is also working on a brochure stand that will highlight events and places in Patrick County. James indicated this will be an eye catcher for those coming and going from the airport and will help promote Patrick County. We are able to obtain the entire space above the restaurant entry.

David presented the new tourism web-site. He explained that the site will be organized into the following categories: *Family*, *Outdoor Adventure*, *Culture*, and *History Events*. Then there will be links embedded that will take tourists to other pages which will also have embedded items. There will be featured stories with Instagram feeds, a place to sign up for the newsletter, and other interesting links. Denise suggested adding a place for people to subscribe to the magazine as many people who grew up here and have since moved away would like copies of the magazines. David is going to check on the best way and place that this could be added to the site. He stated that this website is being created by those affiliated with the county and not an outside organization which will help in the continuation and upkeep of the site. They were able to export some of the data from the old website. With this site we will have a complete backend database.

David has reprinted some brochures and more stickers. He clarified Rebecca Mellema has been helping him with various things going on in the county, including the newsletter. Anyone who'd like to be added to the mailing list should let James know.

## **CHAMBER REPORT**

Rebecca Adcock reported the Chamber has been busy mainly trying to shake down everyone for their ads. Membership mailout is a little behind but moving long. The Chamber office is in the process of moving offices. They will be moving into the former Bengles Outlet location at 410 Patrick Avenue, Stuart, VA.

Rebecca has been working on upcoming grants. James and Rebecca have been working together on the Tourism summit. The Chamber has been awarded \$10,000 to spur up “pick up” in Patrick County to entice people to pick up trash.

She continues to work on the Dolly Parton Imagination library, and there should be a large kick-off and registration soon.

## **OLD BUSINESS**

Wayne was concerned about the wording of an application in which James explained there are some events that the Tourism Department might attend on which James can make a decision. James has the authority to make these decisions without discretion. James emphasized that the purpose of these events would be to promote Patrick County.

James asked if the Council had looked over the applications and if there were any comments. Denise asked about someone requesting funds and if they present to the sub-committee, would they then have to come before the whole Council. The sub-committee responded that they would not have to come before the Council unless there were questions or the sub-committee felt they needed to speak before the entire Council. The sub-committee also stated that those receiving funds would have to give a report after the event to the full Council. If those receiving funds do not report back with data, they would not be considered to receive funds again.

Kurt expressed concern about having three different applications. He presented a form that had all of the applications in one. He did not understand why there were two types of funding. Kurt stated the decisions should be based on what the event would bring into the county. James stated that all of Kurt’s concerns were discussed in the sub-committee, and the committee felt they had addressed those concerns through having the applicants come to ask for their request and for them to follow up after the event with data to report back to the Council. Brian expressed concern that some people could become overwhelmed by one application with so much information and the committee wanted to encourage people to come and apply through an efficient process. It was decided to table the applications. Sean Adkins stated he has an application that might be beneficial to view.

James, Kurt, and Bessie are continuing to work on the budget and address issues in the line items.

On motion made by Kurt Bozenmayer, seconded by Wayne Kirkpatrick and carried, the Council voted to go into Executive Session.

Voting Yes: Bessie Weber; Jeanie Clark; Mary Dellenback Hill; Kurt Bozenmayer; Brian Alley; Wayne Kirkpatrick  
Voting No: None  
Abstaining: None  
Absent: Chris Prutting

On motion made by Kurt Bozenmayer, seconded by Brian Alley and carried, the Council voted to come out of Executive Session.

Voting Yes: Bessie Weber; Jeanie Clark; Mary Dellenback Hill; Kurt Bozenmayer; Brian Alley; Wayne Kirkpatrick  
Voting No: None  
Abstaining: None  
Absent: Chris Prutting.

On motion made by Kurt Bozenmayer, seconded by Wayne Kirkpatrick and carried, the Council voted to approve a sponsorship for \$30,000 for the Master Plan requested by the EDA.

Voting Yes: Bessie Weber; Jeanie Clark; Mary Dellenback Hill; Kurt Bozenmayer; Brian Alley; Wayne Kirkpatrick  
Voting No: None  
Abstaining: None  
Absent: Chris Prutting.

## **ADJOURNMENT**

The Council agreed to adjourn until February 16, 2023 at 6:00 pm at the P&HCC community room.

On motion by Jeanie Clark, seconded by Mary Dellenback Hill, the Tourism Advisory Council voted to adjourn.

Voting Yes: Bessie Weber; Mary Dellenback Hill; Jeanie Clark; Kurt Bozenmayer; Brian Alley; Wayne Kirkpatrick  
Voting No: None  
Abstaining: None  
Absent: Chris Prutting