



County of Clarke Economic Development Advisory Committee

Bev McKay, Christina Kraybill, Christy Dunkle, Elizabeth Pritchard, John Milleson, Mark Gribble, Christian Borel

Agenda

1:00 pm, Wednesday, January 17, 2024

Main Meeting Room Berryville-Clarke County Government Center
101 Chalmers Court, 2nd Floor, Berryville, Virginia

	<u>Page No.</u>
1. Call to Order	4
2. Organizational items	5
– Elect 2024 Chair	
– Elect 2024 Vice-Chair	
– Set Meeting Dates, Time, and Location	6
3. Adoption of Agenda	7
4. Approval of Minutes	8
– September 20, 2023 Regular Meeting	9
5. Virginia Tourism Corporation – Kelli Weaver	13
6. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson	22
7. Economic Development and Tourism Update by Michelle Ridings Brown	23
– Restaurant Week March 18-23	
– SVTP Strategic Marketing Plan 2024	
– Holiday Gift Guide Social Media Metrics	
– Winter Itinerary Social Media Metrics	
– Employer Expo at the Shenandoah University – May 8	
– Widget Cup – April 11	
– NSV Coalition	
– Love Local – February	
8. Next Meeting	24
– March 20, 2024 – Regular Meeting	
9. Adjourn	25
Reports in Packet:	26
– SVTP October 2023 Social Media Metrics	27
– SVTP November 2023 Social Media Metrics	30
– SVTP December 2023 Social Media Metrics	33
– Experience Clarke County October 2023 Social Media Metrics	35

– Experience Clarke County November 2023 Social Media Metrics	38
– Experience Clarke County December 2023 Social Media Metrics	42
– Imagine Design Reports to be emailed separately	
Annual Distribution: Information Only	
– Code of Virginia §2.2-3700, Virginia Freedom of Information Act	47
– Code of Virginia §42.1-76 Virginia Public Records Act	82