



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, March 20, 2024

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

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1. Call to Order	3
2. Adoption of Agenda	4
3. Approval of Minutes	5
– January 17, 2024 Regular Meeting	6
6. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson	18
– Discovery/Research Survey Results	
– Clarke County Branding Proposal	
– Clarke County Logo Designs	
7. Economic Development and Tourism Update by Michelle Ridings Brown	25
– Love Local Valentine’s Day Getaway	
– Virginia Tourism Corporation DMO Grant	
– Lodging Meeting	
– Spring Itinerary	
– Visitor Center Renovations	
– VEDP BRE Visits	
– Restaurant Week March 18-23, 2024	
8. Next Meeting	26
– May 15, 2024 – Regular Meeting	
– April 17, 2024 – Spring Tour	
9. Adjourn	27
Reports in Packet:	28
– SVTP January 2024 Social Media Metrics	29
– Experience Clarke County January 2024 Social Media Metrics	31
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– Love Local Campaign Report	37