



County of Clarke Economic Development Advisory Committee

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

Agenda

1:00 pm, Wednesday, May 15, 2024

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

	<u>Page No.</u>
1. Call to Order	3
2. Adoption of Agenda	4
3. Approval of Minutes	5
– March 20, 2024 Regular Meeting	6
4. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson	13
– Clarke County Branding Updates	
– Clarke County Tourism Website	
5. Economic Development and Tourism Update by Michelle Ridings Brown	14
– VTC – DMO Marketing Leverage Grant	
– Workforce Development – Employer Expo, Widget Cup	
– ARPA Updates	
– Commercial Kitchen	
– Restaurant Week	
– Lockett’s Market	
6. Town of Berryville Update by Christy Dunkle	15
7. Berryville Main Street Update by Christina Kraybill	16
8. Next Meeting	17
– July 17, 2024 – Regular Meeting	
9. Adjourn	18
Reports in Packet:	19
– Experience Clarke County March 2024 Social Media Metrics	20
– Experience Clarke County April 2024 Social Media Metrics	24
– Restaurant Week Campaign Report	28