



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, July 17, 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
– May 15, 2024 Regular Meeting	6
4. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson	10
– Clarke County Branding Updates	
– Clarke County Tourism Website Homepage	
5. Economic Development and Tourism Update by Michelle Ridings Brown	11
– Camp 7 Update	
– ARPA Completion	
– Visitor Center – August 3	
– Tourism Updates	
– BRE Visits	
– Prince William Living Magazine	
– Advertising for VA Travel Guide 2025	
6. Town of Berryville Update by Christy Dunkle	12
7. Berryville Main Street Update by Christina Kraybill	13
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– September 18, 2024 – Regular Meeting	
9. Adjourn	15
Reports in Packet:	16
– Experience Clarke County May & June 2024 Social Media Metrics	17
– Prince William Living Magazine Spotlight	22