



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, September 18, 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
– May 15, 2024 Regular Meeting	6
– July 17, 2024 Regular Meeting	9
4. Imagine Design & Marketing – Connie Hutchinson	11
– Website architecture plan	
– Videography shoot	
5. Placer.ai Zoom presentation – Ryan Denisi 1:00 p.m.	12
– Civic Solutions Presentation Deck; a platform using geolocation data from mobile devices	
– Presentation link	
6. Economic Development and Tourism Update by Michelle Ridings Brown	13
– Camp 7 Update	
– Fall Itinerary	
– VTC Travel Guide ad	
– SVTP update	
– EDAC Fall Tour, October 16 – VA Inland Port	
– Visitor Center – Ambassador Program 2025	
– Sip Shenandoah Passport Trail	
7. Berryville Main Street Update by Christina Kraybill	14
8. Next Meeting	15
– October 16, 2024 – Fall Tour	
– November 20, 2024 – Regular Meeting	
9. Adjourn	16
Reports in Packet:	17
– Experience Clarke County July & August 2024 social media metrics	18
– Fall Itinerary metrics	22
– Placer.ai Civic Solutions Presentation Deck	24