

Christy Dunkle	-	Aye
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye
Ashley Hardesty	-	Aye

4. Imagine Design & Marketing

Michelle Ridings gave the following branding and website update:

- Imagine Design are continuing to work on the branding logo design and tagline. Michelle Ridings met with Clarke County High School students to get a Gen Z perspective and feedback on logo designs. The majority of students resonated with the pocket watch design as a trending vintage style, with the mountains being the runner up.
 - o EDAC members provided feedback on the logo designs and tagline, and agreed on the font style and tagline "It's Time".
- The main focus is the new tourism website, and we will proceed with the website development. The brand logo image will require more deliberation. The website is scheduled to launch by fall. There will be two draft homepage designs to review by the next meeting.

5. Economic Development and Tourism Update by Michelle Ridings

Michelle Ridings provided the following update:

- Awarded a \$16,000 VTC marketing grant, this will help fund photography and videography for the new website.
- The Employer Expo was held on May 8 at Shenandoah University in collaboration with Shenandoah County, Warren County, Frederick County and Winchester. There were 75 business exhibitors and approximately 500 attendees; 85 participated in workshops, and 270 visited resources such as online applications and resume writing. 42 Spanish speakers benefited from translators.
- The Widget Cup was held on April 11 at Millwood High School. High school students had to design and build a chair for the Belle Grove Plantation walking trails. Clarke County won for the third consecutive year.
- ARPA money is being processed for reimbursement. Love Local and Restaurant Week campaigns and signage at the Ruritan Fairgrounds are complete. Visitor Center renovations are underway and must be complete by June 30.
- Michelle Ridings will be meeting with the Ruritan Club about the development of a commercial kitchen. The Industrial Development Authority is interested in this as a potential project.
- Restaurant Week ran March 18-23. Fourteen Clarke County food establishments participated. Paid social media ads reached approximately 250,000 people. \$6000 of ARPA funds were used for the campaign. A summary of metrics and results were reviewed.

- Two Mother's Day videos were created and shared as a paid social media post, with a link directing people to the Spring Itinerary.
- Lockett's Spring Market is May 17-19. Postcards have been created to leave on car windshields at the event, encouraging people to come downtown afterwards. Michelle Ridings spoke with Casey McGrath about co-marketing and traffic control for their events; nothing can be changed for the spring market but plans to discuss the fall market are scheduled.

6. Town of Berryville Update by Christy Dunkle

Christy Dunkle provided the following update:

- Construction is scheduled to start in June on the second LVG Group warehouse at the business park on Jack Enders Boulevard.
- There has been some interest in the empty commercial spaces downtown; no leases confirmed at this time.
- The mixed-use commercial property at 37 E. Main sold.
- Battletown Inn opens on May 1.
- No update on the Coiner building store opening.

7. Berryville Main Street Update by Christina Kraybill

Christina Kraybill provided her update via email, as she was unable to attend the meeting. Update attached to the minutes.

- Michelle Ridings asked committee members if there is a time capsule in Berryville.
 - o Chairman Milleson answered that the time capsule was buried in the 1980's and is located between the courthouse and Episcopal Church.

8. Next Meeting

- July 17, 2024 – Regular Meeting

9. Adjourn

- Chairman Milleson adjourned the meeting at 2:22pm

Minutes Recorded and Transcribed by Indea G. Ford