Economic Development Advisory Committee

July 17th, 2024 Regular Meeting 1:00 pm

At a regular meeting of the Economic Development Advisory Committee held on Wednesday, July 17, 2024, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

Members Present: Johnny Milleson, Betsy Pritchard, Christian Borel, Mark Gribble

Members Absent: Christina Kraybill, Christy Dunkle, Bev McKay, Ashley Hardesty

Staff Present: Michelle Ridings

Others Present: None
Press Present: None

1. Call to Order

At 1:00pm, Chairman Milleson called the meeting to order.

A quorum was not present. Therefore, the following agenda items were discussed in an unofficial capacity.

4. Imagine Design & Marketing

Michelle Ridings informed the committee members that Imagine Design & Marketing will be presenting at the next EDAC meeting, in September.

5. Economic Development and Tourism Update by Michelle Ridings

Michelle Ridings provided the following update:

- A draft tourism website homepage was reviewed and feedback was given. A second draft homepage will be created once the logo and tagline have been approved.
- Logo designs were reviewed and feedback was given.
- The Camp 7 resolution has been signed by the Board of Supervisors. The IDA will be signing a resolution next week to transfer the property over to them for development. A boundary line adjustment was completed today. The county is waiting on an easement from VDOT before closing on the property. The planning commission will be creating a new zoning district, which will help to determine what the property can be used for. Sewer should be completed by the end of 2025.
- Visitor Center renovations have been completed; a soft relaunch event will be held on August 3 at the Barns of Rose Hill.
- We will be putting a print ad in the 2025 Virginia Travel Guide, under the Northern Virginia section, next to Loudon County.
- Prince William Magazine wrote a 3 page article on Clarke County for free; this was featured in their July issue.

- Indea Ford has moved into a new role as Digital Media Marketing Specialist; she will take on Restaurant Week next year.
- We have subscribed to Hootsuite, which is a platform that manages all social media accounts in one place; it also allows us to pull detailed metric reports and data.
- The IDA will be holding their next meeting at the Camp 7 property on July 25 at 1 p.m.; 2 EDAC members are invited to attend.
 - o Chairman Milleson and Mark Gribble agreed to attend.
- The Waterloo Service Center is going out of business. Rat Pack Antiques is moving to downtown Berryville.

8. Next Meeting

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9. Adjourn

Chairman Milleson adjourned the meeting at 2:10 p.m.

Minutes Recorded by Michelle Ridings and Transcribed by Indea G. Ford