

Minutes
Page County Tourism Council
Regular Meeting
March 8, 2023

Members Present

Helen Morton, Chairwoman / Industry Representative
Karen Riddle, Vice Chairwoman / District 2
Seretha Judy, District 1
Bart Price, District 4
Charlie Jenkins, District 5
J.D. Cave, At-Large

Staff Present

Nina Long, Economic Development and Tourism Director

Call to Order

Chairwoman Helen Morton called to order the regular meeting of the Page County Tourism Council at 4 p.m. on Wednesday, March 8, 2023, in the Board of Supervisors' Room, located on the second floor of the Page County Government Center at 103 S. Court St. in Luray.

Adoption of Agenda

A **motion** made by Councilman Jenkins to adopt the March 8, 2023 meeting agenda, seconded by Vice Chairwoman Riddle, passed unanimously.

Action Matters

Approval of meeting minutes

A **motion** made by Councilman Jenkins to approve the meeting minutes of Feb. 15, 2023, seconded by Vice Chairwoman Riddle, passed unanimously.

Old Business

Website launch party / pagevalley.org recap

Fox recapped the Feb. 23 community launch party at the Mimslyn Inn in celebration of the new visitor website pagevalley.org, noting that it was well received by about 50 attendees and tourism hospitality partners. The open-house-style event, held from 4 to 6 p.m., showcased website content, design and features; marketing campaigns; and videography and photography captured over the past two years.

Page Valley Visitor Guides / Queen City Creative

Fox reported that the design of visitor guides was underway in collaboration with Staunton-based Queen City Creative. The non-dated guides will spotlight anchor attractions, public parks and boat landings and towns and places. QR codes will direct visitors to pagevalley.org to see business and lodging listings, a calendar of events, seasonal happenings and specials and other real-time information.

Moore Public Relations

Fox updated the council about services recently contracted with Kathy Moore of Moore Public Relations in Staunton. She noted that she and staff were set to meet with Moore later in the month to review marketing, branding and public relations strategies ahead of the launch of digital campaigns. The campaigns are aimed at driving traffic to pagevalley.org, building the Page Valley brand and establishing brand recognition.

New Business

virginia.org Banner Ads: mobile footers and header placements (fiscal 2024)

The council reviewed a virginia.org hero ad package for click-thru header images and mobile footer ads to run monthly from July to December 2023 and promote Page Valley and pagevalley.org. Fox noted that staff included the project in a Destination Marketing Organization grant application that was recently submitted to the Virginia Tourism Corp., and that award notifications were expected in mid-April. Chairwoman Judy made a **motion** to recommend earmarking \$7,920 for the ads, contingent on not receiving grant funding from VTC for the project. The motion was seconded by Councilman Jenkins and passed unanimously.

Page County Tourism Council reappointments

Council members discussed reappointments, as each of the member's two-year terms are set to expire on June 30, after the Page County Tourism Council formed in 2021. The seven-member council includes an industry representative and at-large member, as well as lodging owners in each of the county's five districts, appointed by that district's supervisor. According to the council's bylaws, members may serve up to two, two-year terms. All current members, except District 1 Councilwoman Judy, expressed interest in being reappointed to a second term. The council noted a need to begin staggering terms in 2025, if the majority of the members are reappointed in July.

Director's Report

Fox noted Page's participation in the upcoming Farm2Fork Affair, scheduled for March 14 at the Rockingham County Fairgrounds. She reported that the EDA was working to form a housing subcommittee and that the EDA during its Feb. 27 meeting voted unanimously to request a joint meeting with the Page County Board of Supervisors to discuss the second phase of developing a meat processing facility, estimated to cost \$300,000.

Open Public Comments

There were no public comments.

Council Members' Time

Council members had no comments.

Adjourn

A **motion** made by Councilman Cave to adjourn, seconded by Councilman Price, passed unanimously. The meeting adjourned at about 4:45 p.m.