



Economic Development & Tourism Advisory Council (EDTAC) Meeting Agenda

**Monday, August 14, 2023
6:00 pm**

County Administration Building - Morris Room

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| 1. Call to Order | Nina Monroe |
| 2. Public Comments | Nina Monroe |
| 3. Approval of Minutes
a. July 2023 | |
| 4. Old Business | |
| a. Project Update - Fork Union Business Map | Jennifer Schmack/Nina Monroe |
| b. Project Update - Groovin' at the Grove | Aaron Spitzer |
| c. Tourism Strategic Plan | |
| 5. New Business | Nina Monroe |
| 6. Comments/Announcements | Nina Monroe |
| 7. Adjournment | Nina Monroe |

**Next Meeting:
September 11, 2023 at 6:00 pm
County Administration Building - Morris Room**

**Economic Development & Tourism Advisory Council (EDTAC)
Regular Meeting Minutes July 10, 2023
Location: Morris Room, 132 Main St., Palmyra, VA 22963**

Members: legend – p=present, a=absent

- (a)Patricia Eager BOS Representative
- (p)George Goin Farm Bureau Representative
- (a)Tricia Johnson Fluvanna Historical Society Representative
- (p)Kathleen Kilpatrick At-Large Representative
- (p)Peggy Shanklin At-Large Representative
- (p)Nina Monroe Business Representative, Chair
- (p)Ben Shaw At-Large Representative
- (p)Cathy Tatro At-Large Representative, Vice Chair
- (p)Jeff Potter EDA Representative
- (p)Suzy Morris At-Large Representative

Staff:

- (a)Eric Dahl Fluvanna County Administrator
- (p)Jennifer Schmack Director of Economic Development
- (p)Aaron Spitzer Director of Parks and Recreation

Guests:

Alan Davis

Call to order:

Chair called the meeting to order at 6:00 pm

With Lois Mastro's rotation off EDTAC, Ms. Kilpatrick volunteered to take minutes going forward.

EDTAC welcomed two new members, Suzy Morris and Jeff Potter replacing Mss. Mastro and Chainer

Approval of minutes:

Mrs. Tatro motioned to approve the May 2023 minutes, seconded by Mr. Shaw. The minutes were approved unanimously

Public Comment:

No public comments were made.

Old Business:

1) Fork Union Business Map – Mrs. Schmack reported that only a few more informational and consent forms from local businesses were still outstanding. A meeting of the committee was scheduled for 7/31 at 9:00 am at the Farm Bureau offices to discuss next steps and format in particular.

2) Pleasant Grove LOVE sign – Mr. Spitzer continues efforts to secure a project implementer, including a possible Girl Scout to take on the project as a community service undertaking for a Silver Award. The letters will be Blue and Gold. The project must be complete by September, and an unavailing will be planned. A QR code will be on the back of the sign to capture visitor numbers. Members expressed interest in also capturing information about where visitors travel from. Mr. Potter will explore this questions.

3) Tourism Strategic Plan Update – EDATAC members were previously divided into groups to review, edit, and revise the 2018 plan goals. Goals 1 & 4 were presented in June. (Goal 1 group currently includes Tricia Johnson, Ben Shaw, and Nina Monroe, and Goal includes Peggy Shanklin, Cathy Tatro, and Kathleen Kilpatrick. Goals 2 and 3 were presented and discussed:
Goal 2: George Goin, Cathy Tatro, and Patricia Eager
Goal 3: Kathleen Kilpatrick, Jennifer Schmack, and Aaron Spitzer

New Business:

Mr. Spitzer shared ideas about a new potential public program of monthly concerts at Pleasant Grove during good outdoor weather months now that a band stand is in place. The members expressed great enthusiasm for the initiative. Tentatively to be called “Grooving in the Grove,” a test run for this September is in planning. Several members including Mss. Shanklin, Tatro, and Kilpatrick volunteered to help, particularly with identifying and securing bands and food trucks for events.

Announcements:

Ms. Kilpatrick reported that Fork Union Day and parade spearheaded by Loretta Johnson-Morgan and the Fluvanna Leaders for Race and Diversity is now firmly scheduled for Saturday, September 16th.

Mr. Goin provided an update and timeline for the ongoing county Firefly initiative.

Adjournment:

Chair Monroe adjourned the meeting at 7:00 pm.

Next EDTAC meeting will be July 10, 2023 at 6:00 pm in the Morris Room.

Respectfully Submitted,
Kathleen S. Kilpatrick