



Tourism Advisory Committee
Wednesday, January 11, 2023
5:30 pm Meeting

Location: Economic Development and Tourism Office
109 West Main Street, Orange, VA 22960

Present: David Solomon, Judi Cooper, Bethany Sullivan, Marty VanSantvoord, Robert Lookabill, Anna Pillow, Lena Murray, Jess Cifzarri, Barbara Parks, Thomas Brooks, and Kenny White.

Not Present: Terence Maple, Christy Moriarty, Denise Benedetto, and Eric Hopwood

Others Present: Lee Frame, Julie Perry, and Regan McKay

1. **Call to Order, Welcome:** Mr. Solomon called the meeting to order at 5:35 p.m.
2. **Adoption of revised TAC Bylaws:** Mr. Solomon called for a motion to adopt the revised TAC Bylaws.

Ms. Cooper moved, seconded by Ms. Parks and carried unanimously, to adopt the revised TAC Bylaws, as presented.

3. **Election of Officers:** Ms. Perry called for nominations for Chairman.

Ms. Sullivan moved to nominate Mr. Solomon as Chairman, seconded by Ms. VanSantvoord and carried unanimously.

Ms. Perry called for nominations for Vice-Chairman.

Mr. Solomon moved to nominate Ms. Sullivan as Vice-Chairman, seconded by Ms. Cooper and carried unanimously.

4. **Election of TAC Grant Review Committee:** Ms. Perry called for a motion to approve three members for the TAC Grant Review Committee.

Mr. Solomon moved to approve Robert Lookabill, Anna Pillow, and Barbara Parks for the TAC Grant Review Committee, seconded by Thomas Brooks and carried unanimously.

5. **Approval of Minutes:** Mr. Solomon called for a motion to approve the minutes of the November 9th, 2022, meeting.

Ms. Sullivan moved, seconded by Mr. Lookabill and carried unanimously, to approve the November 9th, 2022, minutes, as presented.

6. **Budget:** Ms. Perry reported that the fiscal year started in July and the Tourism Advisory Committee now has in its budget a new allocation of \$5,000.00. No expenditures have been made to date.

7. **Report by the Assistant Director of Economic Development and Tourism - Julie Perry:**

- **NEW Media Placements/Iterations:**
 - Orange County is in the middle of their new digital campaign with Advance Travel and Tourism. Winter and Spring Components are beginning soon. It will feature Digital Display Advertising, Paid Social, Geofencing, a Targeted Email Campaign and Paid Search.
 - Orange County Tourism Placed an Ad in the Richmond Region Visitor Guide in their day-trip sections. 250,000 of the guides were printed and in addition to the ad itself there was advertorial coverage as well.
 - Orange County hosted a freelance travel writer on assignment from Bethesda Magazine on December 16th. This writer also writes for Northern Virginia Magazine and Virginia Living Magazine. She visited Montpelier, spent time shopping in Gordonsville, toured the Inn at Willow Grove, ate at Spoon & Spindle, The Market at Grelen, and Champion Ice House.
- **NEW Programs:**
 - Orange County to host VTC Winter Electronic Marketing Session to work on Virginia.org listings and get a high-level update on Digital efforts at VTC. Date to be Determined.
- **Program Updates:**
 - Orange Uncovered - VTC Grant – Final editing is taking place with the videos set to be released as part of a Spring push.
 - Collaboration with Ruth Martineau on updated Orange County Map program is back on track with Ruth’s recovery. Ruth intends to be in Orange County in the coming weeks to meet with potential advertisers and work on the map itself.
 - Edna Lewis Historical Marker has officially been approved by Virginia Department of Historic Resources – we are waiting on VDOT to schedule a site visit to check on sign placement.
- **Website/Digital:**
 - Continue Localhood work with Virginia Tourism.
 - Put out a new Holiday Blog and a Menu Trail Blog on the website in November and December.
- **Committees/Conferences/Events:**
 - Was the guest speaker at the VRLTA Quarterly meeting on December 6th in Charlottesville to talk about the Edna Lewis Menu Trail.
 - Continue to serve as an ex-officio member of the ODA Board, the Chamber of Commerce Board of Directors, and the Orange County African American Historical Society.
 - Regional collaboration continues to progress with Culpeper, Madison, Fauquier, and the Rappahannock-Rapidan Regional Commission – possible projects include Virginia250 A Revolution of Ideas, Tween Rivers Trail and Purely Piedmont. Next meeting is scheduled for February 8th.
- **Other:**
 - Welcome Sign project continues to move forward. LAST VDOT approvals are almost done.
 - Visitor Center Volunteers had a Holiday Party and Edna Lewis Menu Trail lunch at Clearwater Grill on Friday, January 6th.
 - Installing new panels behind the Welcome Desk at the Visitor Center to match current branding.
 - Participated in an a VEDP Orientation and Economic Development 101 Course on December 14th.

8. **NEXT MEETING –** **Wednesday, March 8th, 2023**
 5:30pm Economic Development and Tourism Office

9. **Adjournment:** There being no further business to discuss, Mr. Solomon called for a motion to adjourn the meeting. Ms. VanSantvoord moved, and Mr. Brooks seconded, and the meeting was adjourned at 6:31 p.m.