



Highlands Creative Economy Council
Monthly Meeting
April 25th, 2024, at 10 am
[Link to video recording](#)
[Automatic Transcript](#)

Thursday, April 25th at 10 am

Agenda:

- Eastern updates
 - Hospitality Training FREE [Lunch & Learn series](#) by Debra Frank
 - May 20 - [Controlling Costs Without Sacrificing the Guest Experience](#) at Capon Springs
 - [“Inclusivity of Sales”](#) sponsored by WV Farmers Market Association, May 15
 - Hybrid in-person/webinar. Register at <https://bit.ly/43YuF6t>
 - Vendor [“Extravaganza!”](#) May 17
- AFNHA Updates
 - Appalachian Forest Grants applications open soon
 - Save the Dates:
 - Stakeholder Meeting - June 18 at Colonial Arts Center in Buckhannon. Agenda and registration coming soon.
 - Tourism Summit - August 5 - Romney
 - New exhibit open in May: “Creating Home: Indigenous Roots and Connections in Appalachian Forest”. Seneca Artisan Showcase May 18 with presentations and vendors ([see website for schedule](#)). More events TBA.
- Guest Speaker - Erin Gaertner ([Jobs & Hope WV](#))
 - Erin Gaertner (erin.gaertner@wvesc.org) is the Jobs & Hope WV Transition Agent covering Berkeley, Jefferson, Pendleton, and Pocahontas Counties
 - Jobs & Hope was budgeted by government in 2019. Helps people in addiction and recovery, and helps adults overcome employment barriers of all kinds (work history gaps, drug screening, lack of driver’s license, etc). Works in case management to connect individuals with partners for training (adult education/post-secondary CTE). Work with employers on incentives for recovery-friendly,

second-chance employer practices. Can help with harm reduction training, Narcan/naloxone training.

- Currently working with state park system and other tourism assets to make Narcan available at state parks and forests. Working to distribute “One Boxes” (AEDs for Narcan) to tourism-serving businesses in Pocahontas, Tucker, and Pendleton Counties.
- Jamilia Jones Fleet (Innovative Community Solutions) – Is trust a big factor in your case work?
 - Erin – Absolutely, our caseload in the Eastern panhandle is mostly male justice-impacted individuals which requires a lot of rapport building.
- Bob Johnson (AFNHA) – Do you work with Family Resource Network?
 - FRNs are huge partners in many counties that we work in, and have acted as fiscal agents for lots of community projects.
- Attendee Discussion / Extended Networking –
 - Michele Moure Reeves (Hardy County CVB) – We received an RTP grant to fund the first 3 miles of a beginner-intermediate mountainbike trail at Lost River. We now have contractor to expand our visitor center, and have hired a part-time marketing employee, and will be updating our website along with a new travel guide and campaign. Branch Mountain Bluegrass Festival will be held July 18-20. There is a National Agritourism Survey collecting responses through the 30th: [National Agritourism Support System Survey](#)
 - Rob Burns – We have our Potomac Highlands [agritourism brochure](#), and will be having our Agritourism Summit again in 2025.
 - Tina Ladd (Hampshire County CVB) - Hampshire County Events: May 11 North River Mills & Ice Mountain Days-North River Mills, For more information, visit <https://stevebailes.org/IceMt/2024.htm>; May 11 Mountain Time Jesus Jam Christian Music Festival-Capon Bridge <https://fb.me/e/1GZ3s12Yj>; May 12 Capon Springs & Farms Open House <https://fb.me/e/5eB9BVNF8>; There’s a new café in Romney! <https://wildrootscafeco.com/>
 - Amber Higgins (Barbour County Dev. Authority) – The former Alderson Broaddus campus is now known as Battler’s Knob LLC and is home to a sem-pro football team and will be hosting other events. Contact Cherri Sturm on facebook. 4th annual Lurch Fest will be August 3rd.
 - Jonathan (Capon Springs Resort) – Our first professional fling golf club will be starting a national tour, and we will be hosting a first regional team event at Capon Springs.
 - Eric Thompson (Access on the Go) – We will be working with the entire Elk River Trail to share our tools and try to make all 72 miles adaptive friendly
- Save The Date! The next meeting is **May 23, 2024**, at 10 AM on [Zoom](#).