

Potomac Highlands Creative Economy Team Meeting

March 24, 2022

10 am

Zoom

Meeting called by:	Lukas Ray	Type of meeting:	Informal Discussion
Facilitator:		Note taker:	Maria
Timekeeper:			

Attendees: Robert Burns, Lukas Ray, Phyllis Baxter, Dawn Hein, Richie Heath, Melissa Shockey, Greg Greenwalt, Darlene, Debi Layton, Logan Smith, Stephen DeVita, Ashley Rotruck, Evelyn Hartman, Beth Gill, Tracey McCoy, Emily Williams, Ethan Serr, Lindsay Kazarick, Megan Webb, Carla kaposy, Katie Light, Robert Johnston, Tina Ladd, Ciara Lambert, Josh Spiker, Cindy Martel

Meeting notes

Discussion:

- Welcome! (Lukas) Lukas announced that this is his last meeting. He will be leaving AFNHA at the end of this month. I have accepted a brand new position called the Director of Community Outreach and Partnerships with an organization called Kingdom Trails Association in East Burke, Vermont.

Reminder: Monday is the next session of the 2022 West Virginia Sustainable Tourism Webinar Series at 11am. *Marketing vs. Management* In this session, participants will compare and contrast a destination management approach versus a destination marketing approach. Participants also will identify key components of a sustainable destination management strategy.

<https://extension.wvu.edu/community-business-safety/tourism-hospitality/sustainable-tourism>

- Management Planning: Phyllis & Lukas - The first draft of the management plan is done (text only). This was sent to the Board on Friday and will try to get it out to the rest of the planning team this week. As soon as we get it posted on the web site, we will share it. We invite all of you to review the document (it is a long one). Please review the summary, the goals, and take a look at the chapters that might be applicable to you. If you see anything that is incorrect in how we talked about you, your assets, your organization, or your county, be sure to send us corrections. There is a fairly extensive summary in that narrative that reviewed the following: what are the assets we have to offer, what are the stories we are telling, what are the organizations we are partnering with, etc. It is not intended to be totally complete but if we left someone out, you are welcome to flag that to me but it's not intentional. We had to pick some high points but all of the assets should be in the inventory. We are asking organizations to send up support letters (we will send more information about this). The letters will go into the appendix as well. So whether or not you are

mentioned in the narrative, your letters of support are invited and should simply state that “we support these goals and we would like to participate in AFNHA in the future. Please watch for an email with those links. We are excited that all this work done over the last three years is finally coming together and is almost ready to submit to congress.

- Media Marketing Trainings (Rob Burns)- Olivia Miller is doing the Marketing Messaging training. She will have the next set up on March 30th and the topics will include, How to Build a Brand. There will be three courses on how to build successful branding, How to define your brand, and how to keep the brand messaging consistent across the platforms. These are free to anyone who wishes to access. If you find them useful, please feel free to share them and we will send out a message around the end of the month.

We will be doing a session on April 21st on campus in room 104B - Business Owner Work/lofe balance.

<https://easternwv.edu/advancement-innovation/ireed/economic-development/marketing-trainings/>

Hospitality Trainings - Richie Heath, Executive Director with the WV Hospitality and Tourism Association. April 20th at noon - the topic will be Lodging industry opportunities and best practices post pandemic. The panel includes: Kelly Williams, owner of South Branch Inns; Sam England, General manager at Canaan Valley; and Todd Harman, managing owner at Mark Adams. We are hoping to have 3 panels this year and three more next year. Later in the year we may be looking at the interplay between lodging management and restaurant services. We will also focus on the impact of outdoor recreation. More details as we get closer.

Registration link:

<https://us06web.zoom.us/meeting/register/tZwudu2orzMjGdNCfAkV-ICXO4X9O2pNIwYO>

Story Maps and GIS (Stephen and Maria, AmeriCorps with AFNHA)

Everyone loves a great story so why not share our exciting stories with visitors to our area.

Working with Clio (Maria) and ArcGIS (Stephen) we have been preparing guides for visitors that include photos, historical background, and an occasional video to enhance their travel experience. This is an opportunity to share what we have been working on and to invite you to join us in making these sites come alive. A pdf of the presentation will be provided with the supporting materials.

- Attendee Discussion (Open Forum, County Updates, etc.)

Tracy - Summersville Nicholas County - This weekend is the WV Woods and Water Expo. Lots of vendors, some special guests include Troy Landry from Swamp People, Randy Birdsong and Nate Posey from Head Hunters, a NWTf Turkey Calling contest and Spiderman! Friday 12 to 9, Saturday from 10 to 8 pm.

Cindy - Future Generations - Maple days went well, planning for 2023.

Melissa Shockey - Grant writing class is coming up Eastern's next Grant Proposal Writing Class begins April 12 (6:00 - 8:00 pm) through May 31. Get help writing your next proposal! Enroll by emailing

WorkforceED@easternwv.edu. To view more details, visit,
<https://easternwv.edu/workforce-education/grant-writing/>

Ciara Lambert - Pendelton County - Maple days went well, good weather and good turn out.

Trout Fest is coming up in Franklin, Beauty Pageant will be May 6th and the trout rodeo on May 7th and will end on Mother's day May 8th

Rob Johnston - Annual Feast of the Ramson -- Richwood Armory, Saturday, May 14, 2022, from 9:30 AM to about 3:00 PM. Contact Richwood Chamber/CVB at 304-846-6790. A celebration since about 1937. <https://fb.me/e/3008nFJO6>

Josh with Garret Trails - Having a fundraiser on June 18. This will bring about 1200 cyclists to Garrett County <https://garrettcountrygranfondo.org/> Also coming up is Garrett County's 150th celebration this year with multiple events.

The Grants program - The applications are now closed and we received more than 25 applications asking for almost twice as much money as we had available so it will be fairly competitive. The committee was excited with the response and we hope to be able to send out notifications by the first week in April. We are hoping that this will become a more robust program with a wider range of availability in the future.

Ashley Rotruck - Mineral County - Planning for the return of the Strawberry Festival coming up in June

Lukas - If you are thinking about hosting an AmeriCorps member please check out the application at <https://www.appalachianforestnha.org/ameri-corps-positions> If you have any questions, please speak with Chrissy or Phyllis.

Tourism Summit will be sometime in the late summer and we are working toward an in person meeting. More information will be coming up soon.

Welcome to new participants.

Carla Kaposy - Spring Mountain Festival in Petersburg the last weekend in April. Trout Derby, Music, a magic show and a number of events.

Next meeting – 4/21/22 at 10 am on zoom