

Potomac Highlands Creative Economy Team Meeting

October 28, 2021

10 am

Zoom

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

Attendees: Phyllis Baxter, Lukas, Ray, Tina Ladd, Michele Moure-Reeves, Ciara Lambert, Greg Greenwalt, Robert Burns, Debi Layton, Kimberly Byard, Patricia Halterman, Megan Webb, Anne Beardslee, Cynthia Martel, Morgan Glup, Marlene England, Kelly Williams, Melissa Shockey, Ashley Rotruck, Jonathan Bellingham, Bon Duvall-Irwin, Collin W., Jessica Waldo, Carla Kaposy, Tiffany Sentman, Ed C., Jessica Waldo, Maria Bray

Meeting notes

Discussion:

Welcome - Lukas Ray - Agenda update - Katie Light our guest speaker from the WV Tourism Office will not be able to present today as an unscheduled work trip came up. We are working to schedule her for the next meeting.

Highlight of Workforce Education Programs - Melissa Shockey from Eastern

<https://easternwv.edu/workforce-education/>

- 1) Monthly Recovery Coach Class - These are via zoom, one week for a total of 32 hours, Monday through Thursday 8 to 4. After that the students complete 15 clinical hours with a mental health provider. This course includes life coaching and addiction skills. Recovery Coach Training Information:
<https://easternwv.edu/wp-content/uploads/Recovery-Coach-Academy-Monthly-Via-Zoom-EW-VCTC.pdf>
- 2) Holistic Self care because you matter - 2 hour workshop with Drema Kelly. Tuesday December 7th at Eastern with a Zoom option. Discussion will include helping individuals understand their personality, nature vs nurture, looking at world view, political, economic, religion, values, personal styles such as appearance and communication. The cost is \$50 and will be held Tuesday December 7th from 10 to 12 at Eastern with a Zoom option.
- 3) Grant Proposal Writing Class - This is an 8-week class beginning January 18th. Tuesday evenings via zoom from 6 to 8 pm. Students will learn the mechanics of producing a grant proposal document that will be ready for submission upon completion of the course. Students will start writing a grant and actually submitting the grant. Topics will include: Grant research,

planning, budget development, partnerships, document preparation, writing for the grant and proposal presentation. The class will end March 8th. The cost is \$500 plus the purchase of a textbook (approximate cost \$25). The instructor is Rick Smith.

- 4) Monthly workforce newsletter has started. This should incorporate our continuing education and community education programs that are not necessarily a part of the regular programming as they are put together based on need.

Contact Melissa Shockey: Melissa.Shockey@easternwv.edu for more information about the Grant Writing Training, the Newsletter and any questions you may have.

Eastern Ag Innovation - Megan

Please check out the Eastern Ag Innovation Page of Facebook. This was a part of our creative economy effort. Swilled Dog Producer Tour & Tasting An Ag Innovation Training is being held at Swilled Dog Hard Cider & Spirits on Saturday, Nov. 13 from 11 a.m. – 1 p.m. at Swilled Dog's Tasting Room in Pendleton County. This program is supported by a block grant through the WV department of agriculture to provide more information and awareness about agricultural producers.

Join us as we tour Swilled Dog's facility to learn more about the processes of their operation, as well as what agricultural products are needed or desired by them! All participants will receive one FREE drink ticket. Hope to see you there!

John Rigg's, Eastern's Director of Ag Innovation (John.Riggs@easternwv.edu). Please feel free to reach out to John regarding the upcoming Swilled Dog Hard Cider & Spirits event Saturday Nov. 13th 11:00 - 1:00 pm.

AFNHA/Eastern Benedum Grant - Phyllis

The grant will allow us to continue these meetings with the creative economy group among other things that we are looking to accomplish in this group and our community to promote tourism, agriculture, etc.

AFNHA is very appreciative of the partnership with Eastern. AFNHA will take the lead on the grant this time while Eastern will continue to take the lead on training.

What we will do includes:

- 1) We will be continuing these creative economy council meetings monthly and we are going to try to expand them by inviting all 18 AFNHA counties to participate. We will continue to try to feature a variety of speakers at the meeting as well as updates and networking. Be sure to let Lukas know your priorities and what topics interest you.
- 2) Eastern will continue to take the lead on training and Megan will continue to share those with you.
- 3) AFNHA will continue to provide support and technical assistance especially focusing on covid recovery and tourism development. This will include Americorps placement and support a number of different sites. We will continue expanding and developing tour maps and networking packages to create a larger tourism destination. Maria Bray, Americorp member with AFNHA will take the lead on that project and may be reaching out to you.
- 4) We want to provide technical assistance and support so please let us know what you need
- 5) We are working towards partner networking and development of an action agenda with a project wish list from partners. If your organization or on that you are involved with has projects that you are working on or that you are planning and looking for funding, make sure that we know about it. We are hoping that by putting this together we might be able to leverage the information to bring in additional funding.

- 6) The grant includes mini-grants! We will have more details at the December meeting. These grants will be \$1000 to \$5000 projects for about a year. They will be for tourism development and enhancement, going to non-profits or public agencies and will require a 50% match which can be in-kind. The expected timeline is that we hope to have the application available in December, submission by February with approval so you can start by early spring. We will keep it as simple as possible.

Next meeting - December 9th at 10 am will serve as NOV/DEC meetings because of the holidays

Open Forum:

Marlene: Lost River Works is having a grand opening celebration This Saturday (10/30) in attendance will be the WV artist Seth. Here's more info on the new business next to WordPlay in Wardensville - <https://lostriver.works/>

Jonathan/Tina: Hampshire Co CVB has a new director, Tina Ladd. Final touches on Christmas plans, putting a digital holiday guide on line, planning a giveaway and working on web design.

Cindi with Future Generations: Mountain State Maple Days 2022 are set for February 19th and March 19th <https://wvmspa.org/maple-days-entry-form-2/> Save the date cards are available. Please send an email to Cynthia Martel cindy.martel@future.edu if you would like a supply of these cards. You can sign up for group advertising promotions if you are participating.

Carla Kaposy: Grant Co - New coffee shop and bakery opened in Petersburg, downtown beautification has included veteran banners and planting trees. Events are being scheduled again. The Potomac Eagle is coming once a month (this weekend bringing approximately 450 people) for a layover in Petersburg. I have more Potomac Eagle North Pole Express rack cards to drop off. Also, I'll drop off rack cards that have a QR code linking to our digital holiday guide when I receive them.

Carla and her husband have purchased the Hermitage Inn and are remodeling to bring a historic hotel/restaurant with added hotel/motel tax to the area.

Ciara: Pendleton County has had three ribbon cutting ceremonies recently: an Italian restaurant, a printing shop and a coffee grinding shop. A new collaboration called "Be Local in Pendleton Co" to encourage people to buy and help locally. Planning a 5K run/walk on Sat. On 12/11 lighted parade, Main Street Magic.

Anne Beardsley: Randolph Co - Last week of Tuesday through Sunday train rides. There has been a large upturn in busses that has been helpful to local businesses. The train rides will be stretched 3 weekends in November. Instead of going to High Falls, they will be going to Belington. The Christmas Parade is set for 12/3. There will be a decorating competition for homes/businesses decorations with an online interactive map. Christmas Gnomes will return this year. Lights going up starting Monday.

Ashley: Apple Harvest had to be cancelled this year. Heritage weekend went well with Heritage sites open and Fort Ashby having a good turnout. Office is moving to a visible location on the POTomac campus road. New business, Tried by Fire, a candle bar in Short Gap doing well. Now have 3 BNB locations, the newest in Kyser. Looking for an Americorps member.

Lukas: AFHNA is seeking, late start Americorps members some of the positions are in Hardy co, Mineral co, Hampshire Co, with Mon National Forest and one down in Cass Co with the historical society. If you know anyone who may be interested, please go to <https://www.appalachianforestnha.org/positions>. There will be two virtual public meetings to share information about the management plan. One is Monday 11/1 at 6 pm and the other is Tuesday 11/2 at 3 pm go to <https://www.appalachianforestnha.org/> for the zoom links.

Kelly Williams - South Branch in Moorefield - Please send info about your attractions and events in nearby counties so she can promote to her guests. They keep a binder by county to promote local tourism. South Branch Inn - 1500 US Highway 220 North, Moorefield, WV 26836 (is the best address). email: sbranchn@hardynet.com, phone - 304-257-7199 my cell.

Jessica Waldo Tucker County - had a busy fall and Artober was quite successful. Parsons has a new business art supply store that offers classes and rents space for events. Ski season is approaching. Paying attention to the new BNB bill that just passed and focused on infrastructure and workforce housing/staffing.

Megan - Received a Title 3 award that has allowed for several Eastern Employment Opportunities: <https://easternwv.edu/employment-opportunities/> that will support the foundation.

Michele - Hardy Co. new owners of BNB and general store. Upcoming meeting will include discussion of redesign/republication of the Hills of Blue and Gary. A map of civil war sites in a 5-county region. The CVB just received funding that will go towards creation of the visitor's center. The Wardensville Fall Festival and the Small WV Turkey Festival were able to happen this fall. The Lost River Coalition is a community group developing mountain bike trails that received a matching grant for \$19,500 from the DNR for a beginner trail. They will be working on a master plan for trails. They also received their 501(c)3 determination.

Rob: We are excited to introduce a new Best of the Potomac Highlands monthly food box program. Each box, available monthly, will contain a large quantity and variety of high-quality food products from local farmers such as steaks, ground beef, pork sausage, eggs, chicken, apples, maple syrup and more. <https://www.potomachighlandsproducers.com/> November (Monthly) Food Box Purchasing: <https://www.potomachighlandsproducers.com/monthly-boxes>

The Foundation is planning a Giving Tuesday event on 11/30. More info to follow

Logan - As a part of its management planning process, from county wide organizations such as CVBs and EDAs we are seeking to receive a copy of your organization's asset list including tourism sites, businesses, events. We are also seeking current comprehensive plans if your organization or county may have them. Please send them to logan@afnha.org or AFNHA@afnha.org.

From the chat Ben Duvall-Irwin to Everyone:

Hi Ben with the Beverly Heritage Center in Randolph County here. We lost one business in downtown Beverly, but we will be getting a new branch of the Public Library housed in the Heritage Center. We will have the grand opening as part of our Old Fashioned Christmas event on December 4th. That will also include a holiday pop-up shop with some local artists. We still have spaces open if anyone is interested.