



Highlands Creative Economy Council
Monthly Meeting
September 28th, 2023, at 10 am
[Link to recording](#)

Agenda:

- Welcome!
- The Benedum Foundation has approved our grant application for additional funding! More info on the new program goals coming soon.
- Eastern updates
 - [Preparing and Packaging for Sales](#), Wednesday October 25th
 - [Farm Fellowship](#) educational program applications due Nov. 4th
 - [Advance Grant Writing Course](#), Oct. 10-26 (Tuesday & Thursday 6:00-7:15 pm)
- AFNHA updates
 - Upcoming trainings
 - Volunteer Management 10/11 - Volunteer Management including Appalachian Forest Volunteers program training, guest facilitator Becky Mathis-Stump "EQ: The Key to Managing Relationships (Especially the Challenging Ones)". At the Beverly IOOF building. Free to all AFNHA partners, required for AmeriCorps members and supervisors. Lunch provided. Please RSVP to afnha@afnha.org
 - Interpretation 11/03 - Interpretation basics, personal and non-personal interpretation, developing exhibits, and interpreting difficult stories. Trainers will include Dr. Dave Smaldone (WVU), Kyle Warmack (WV Humanities Council), and more TBA. Open to all and highly encouraged for AmeriCorps members, partners, and grantees doing interpretation projects. Will be held at the WV Wood Technology Center.
 - Presentations and resources from Tourism Summit available [HERE](#)
 - Management Plan approved!
 - Accepting submissions for [America250](#) stories
 - Outcomes Survey – If you have participated in any of our meetings, events, or trainings, please help us by filling out [this survey](#) by the end of the month.

- Guest Speaker: Drew Gruber - Civil War Trails ([link to slideshow](#))
 - Civil War Trails is a 1,500 site “open-air museum”. Goal is economic development in addition to education. Membership covers site maintenance and marketing, access to marketing toolkit (stats, tips for press releases, logos, photos). Co-op advertising available. Can share and boost events on Facebook. Will also help promote your non-Civil War events.
 - “COVIDian” era travelers are all interested in personal stories, not just dates and battle information. Telling new stories to new audiences will attract new visitors AND the traditional history buffs. Examples: “19th-century backpacker” at site near Appalachian Trail. Don’t post too much of your sign online, let people come see it themselves. Can stitch together multiple sites as a theme. Younger travelers will travel to do multiple things, compared to regular “heritage travelers”.
 - How to bridge the gap between “old school” community stakeholders and new/younger audiences? New personal stories will be new to traditional heritage travelers and newer, more diverse audiences. You can include the “traditional” detailed information in other products but start with the personal anecdotes.
 - Examples of active uses of signs: Consider how you get people to the site—promote as a hike if remote, some sites are only accessible by paddling. Ask questions on the signs to make it interactive. Encourage selfies. Use the sign as an invitation to explore other locations/resources. New involvement in some state parks will include an “informational hand off” to introduce local resources.

- Attendee Discussion / Extended Networking –
 - Jonathan Bellingham (Capon Springs Resort) – Received the Innovator Award at Governor’s Conference for new Fling Golf program. Will be training staff at Cacapon and Twin Falls state parks, and will host 2nd annual Potomac Highlands regional tournament in 2024. If anyone has any questions about what Fling Golf is and how to learn more about it contact me at Jonathan@caponsprings.net
 - Bob Johnson (AFNHA) – Richwood will have Mountain Color Arts show (Oct 8-14) and Art Walk Oct 14 with displays and open-air art. Nicholas County Community Foundation will be hosting a new collaborative group for non-profits.
 - Annie Humes – Nov 12 the Capitol Christmas Tree will come to Pendleton County with an artisan market event from 1-5:00.
 - Alex Fliegel (Webster County CVB) - Here are some [upcoming events in Webster County](#): Cowen Fall Festival – September 30th: Music, vendors, games and activities - fun for the whole family!; Burgoo Cook-Off--- October 7th: Enjoy this Appalachian Favorite with crafts, hayrides, live music, square dancing, cake walks and so much more October 7th on Bakers Island!; Veteran’s memorial dedication--- October 14th: We invite everyone to join us as we celebrate our Veterans with a 21-gun salute, refreshments/bake sale, corn hole and other activities. Cleveland Community Park will be dedicating a Veterans Recognition display honoring those who have or are serving in our military services from northern Webster County.
 - PAWV is currently accepting applications to its [Saving Historic Places Grant](#) program

- Save The Date! The next meeting is **October 26th, 2023**, at 10 AM on Zoom.