



Highlands Creative Economy Council
Monthly Meeting
February 22nd, 2024, at 10 am
[Recording](#)

Thursday, February 22nd at 10 am

Agenda:

- Welcome!
- Eastern updates
 - FREE [Lunch & Learn series](#) by Debra Frank
 - [March 11th](#) – How to's of Creating a Profitable Menu - 10:00 - 2:00 pm at South Branch Inn (Moorefield) & food by Mullins
 - April 15 - Building A Positive Work Climate
 - May 20 - Controlling Costs Without Sacrificing the Guest Experience
 - Photovoltaic Solar Installation Training Program
 - March 5 - April 11 - 6 weeks hybrid online & in-person April 10 & 11
 - Register by emailing WorkforceED@easternwv.edu
 - Ag Farm Stress Reduction & Sustainability educational series
 - Email Sloan.williams@easternwv.edu to learn more
- AFNHA Updates
 - Funding available for Local [Tourism Summits](#) and [Fam Tours](#)
 - AmeriCorps Site applications due April 8. Contact us at afnha@afnha.org for application and instructions.
 - We can also accept immediate applications for the remainder of the current program year.
 - AmeriCorps Program Manager job search – We will soon release a job description to hire a new program manager for our AmeriCorps program.
 - Tourism Partnership planning – We held a meeting to discuss our proposed [Tourism Partnership policies](#). We will now begin drafting these criteria.
 - Save the dates: We are holding a planning meeting for our museum redesign March 18; Indigenous Appalachia event & exhibit opening May 18 featuring presentations and artisans. We will host other events throughout the summer and fall. Reach out to us if you are doing your own program related to indigenous history/culture.

- Guest Speaker - Morgan Armentrout (Eastern Hospitality and Tourism education program)
 - New Hospitality and Tourism management program will begin this fall. Certificate program is 30 credit hours (1 year full-time, also available part-time). Classes are online with some zoom interactions. Participants will be able to explain the regional impact of tourism, demonstrate exceptional customer service skills, be able to market a business, apply standard management practices, and show an understanding of federal, state, & local, laws.
 - Students will complete 100 internship at a tourism business. Have been in touch with places like Capon Springs, Canaan Valley State Park, Warrens ville Garden Market, and others in the region as potential partners.
 - Courses include Hospitality Management, Tourism Planning, Marketing, Business Communications, Cost Control, and Hospitality Law. Courses were selected to easily transition to an associate's degree in Business Management.
 - Can offer 10 students free tuition this fall semester. Registration begins March 29.
 - Info at <https://easternwv.edu/hospitality-tourism/> or email morgan.armentrout@easternwv.edu
 - Are there any requirements or restrictions for internship? Should be any hospitality or tourism business, and can even be your current place of employment. Minimum age for Eastern courses is generally high school junior or senior.

- Attendee Discussion / Extended Networking –
 - Amber Higgins (Barbour Co. Development Authority) - [Belington Back On Trac](#): Community kick-off celebration to honor volunteers, celebrate community achievements, and gather information on how to further improve downtown Belington. Snacks and a door prize provided, Golden Rule Building, 122 S Crim Ave, Belington, 6-8pm on Tuesday, March 5th
 - Ward Malcolm – July 13-20 we will host 80th annual Poultry Convention in Hardy County. Branch Mountain Bluegrass festival will be July 28 in Moorefield. Working on gathering history of the Poultry Association in WV for a new publication.
 - Martha MacGill (Wills Creek Museum) – Ground floor of the museum will host a Grand Opening weekend April 26-28, with Family day Sat 27 10-2. Would like to coordinate with other 18th century themed sites and events. Contact soulspacecumberland@gmail.com.
 - Anne Beardslee (Elkins-Randolph County Tourism) – The historic Tygart Hotel in Elkins will open soon, with a bar/restaurant to open within a few weeks. Also has meeting spaces and public art.
 - Jessica Waldo (Tucker County CVB) – Blackwater Falls is hosting cardboard-duct tape sled race this weekend. Canaan Valley Resort is hosting Hometown Brewfest March 2nd. Governor's ski cup at Timberline in March. There will be a public hearing about Corridor H will be held to discuss proposed routes at Tucker County High school on March 27th.

- Save The Date! The next meeting is **March 28, 2024**, at 10 AM on [Zoom](#).