COMMUNITY DEVELOPMENT
AGENDA
February 13th, 2020
10:00 A.M.

I. Agenda Changes

II. Adoption of Minutes
   1 January 9th 2020

III. West Point, King William Tourism Marketing Campaign

IV. The Pavilion at Riverwalk Park Update

V. Home Stay Ordinance

VI. Sidewalk Interest Survey

VII. Tri-River Titans Request

VIII. General Information
   1. Chamber of Commerce – Sam Drewry

IX. Town Council Agenda

X. Next Meeting: March 12th, 2020 @ 10:00 a.m.

XI. Adjournment

ECONOMIC AND COMMUNITY DEVELOPMENT
COMMITTEE MEETING
February 13th, 2020

Mr. Lawson called the meeting to order at 10:00 a.m. Committee members present included Jack Lawson, Chairman and James Pruett.

Also present: Jim Hudson, Mayor; John Edwards, Town Manager; Holly McGowan, Director of Community Development, Walt Feurer, Director of Public Works; Jon Morr, Building Inspector; Shari Carnell, Recording Clerk and other interested persons.

I Agenda Changes

There were no changes made to the agenda.

II. Adoption of Minutes

January 9th 2020

Mr. Pruett made a motion to adopt the minutes as presented, seconded by Mr. Lawson. Upon a unanimous vote, the motion was approved.

III. West Point - King William Tourism Marketing Campaign

Mr. Edwards advised that he has had some positive discussions with the King William County Administrator about a joint West Point – King William Tourism Marketing Campaign. Melissa Anderson is working on the project and will be giving an over view of the project.

Melissa Anderson provided a power point presentation that reviewed the 2020 Marketing goals for the Town and King William County to increase awareness and promote tourism. The campaign will use the assets of West Point and King William as an escape from City life and suburbs with day visits and over-night stays. Ms. Anderson also stated that West Point is the first salt water location east of Richmond, there several nearby opportunities with the Airport, Wineries, Dragon Run Brewery and Water Life that can be used to reach out to possible visitors.

Mr. Hudson asked who will be managing these accounts.

Ms. Anderson stated that she will be moderating all accounts and social media accounts.

Mr. Lawson stated that Ms. Anderson has done a good job with moderating the Facebook account and this is a refreshing new project.

Ms. Anderson advised that this presentation is the draft for the campaign, there are some content additions that will be done before going live with Instagram.

Mr. Hudson stated that the collaboration with King William on this project is bringing enthusiasm to everyone and Ms. Anderson has done a good job with the project.

IV. Pavilion at Riverwalk Park Update

Mr. Edwards reviewed the attached bids for the pavilion. The lowest bid is 822,349.86, the highest bid was $1,285,616.37. The Town has 90 days to review the options, Mr. Edwards suggested Town Council discuss the options.

Mr. Lawson suggested the bids be placed on the Town Council Work Session for discussion with the rest of Town Council.

V. Ordinance 03-2019, Home Stay Ordinance

Mr. Edwards advised that the Ordinance has been advertised for a Public Hearing at the February Town Council meeting.

VI. Sidewalk Interest Survey

Ms. McGowan stated that Town Staff sent out a second letter of enquiry to residents on Thompson Avenue and Mattaponi Avenue to residents that never responded to the first request. The numbers now stand at 46 residents said No; 50 did not response and 27 said Yes.

Mr. Edwards advised that the Town has built 2 miles of sidewalks over the past 6 years, it was all built in the right-of-way. There has not been any discussion with the 27 yes responses on what land will be donated and what is to be negotiated.

The consensus of the Committee is that there was not enough yes responses to continue any further with the project.

VII. Tri-River Titans Request

Mr. Edwards presented a request from Tri-Rivers Titans for $5,000 in funding for FY2020-21. The request came in late, it did not make it into the budget request.

Mr. Lawson advised that he does not know anything about the organization today, at one time he knew about the organization when it included football, softball and T-ball. Last year there was only 2 games that he knew of and several West Point children went to King William or New Kent to play sports.

Mr. Hudson suggested the request be included with budget discussions.

VIII. General Information

1 Chamber of Commerce

Sam Drewary, Chamber of Commerce Chairman advised that the Chamber is reviewing options for signage around town and stated that the Chamber has some funds available for signage.

Mr. Edwards advised that the Town is supportive of the signage, however the suggested location for the signage is in VDOT's right-of-way. VDOT are not willing to authorize the signage in VDOT's right-of-way. The locations for the signs need to be on private property or town owned property, there would be a lot of flexibility for the signs if the location is owned by the town. Mr. Edwards stated that Town Staff are reviewing the project.

VIII. Town Council Agenda

Mr. Edwards advised the Home Stay Ordinance will be on the February Town Council agenda for a public hearing and adoption.

IX. Next Meeting Date: March 12th 2020 @ 10:00 a.m.

X. Adjournment

XI. There being no further business, the meeting was adjourned.

Jack Lawson
Chairman

King William County & Town of West Point

2020 Marketing

2020 Marketing Goals

- Increase awareness of recreation, shopping, dining, events, culture, and other tourism-related assets in King William County and the Town of West Point
- Promote tourism opportunities by highlighting general assets in the County and Town that promote day trips and overnight visits (i.e. an escape from the city or suburbs)
- Promote King William and the Town of West Point as one destination with things to do within the County and Town as well as within proximity

Assets: King William County and Town of West Point

- Culture and history
- Natural landscape/views (river, farmland, forests)
- Water recreation and sightseeing
- Proximity to adventure opportunities (nearby skydiving, paddling, hiking)
- Boutique and antique shopping
- Local seafood (first point of salt water heading east)
- Proximity to wineries and tap houses/breweries

Asset Examples: King William County, Town of West Point, Nearby

Mattaponi and Pamunkey Reservations; Sandy Point State Forest; York River and Beach Park; Downtown West Point (multiple shopping opportunities and Town Park); Glass Island (fishing and boating); nearby skydiving (No Limits); nearby tap house/brewery (Dragon Run) and wineries (Gauthier, Saude Creek); Aylett; local seafood (3 Rivers, Blue Crab, Seafarers, etc.); historic sites such as King William Courthouse, Downtown West Point, Old St. John's Church; weekend getaways/wedding venues such as North Point Plantation, 403 Main Street, Hollyfield Manor, and local Airbnbs; sights of interest such as King William Alpacas; West Point Farmers Market (and coming Pavilion at Riverwalk Park); local events such as Food Trucks by the River, Jammin' on the Point, Crab Carnival, Christmas on the Town, Chesty Puller 10K; Queenfield Golf Club

Target Audiences

- Baby Boomers (1946 – 1964): Baby Boomers are looking for opportunities to experience culture, to educate themselves on something new, and to experience adventure.
- Generation X (1960 – 1980): Gen Xers are looking for weekend escapes that provide opportunities for a mix of adventure and relaxation, as well as family-friendly fun.
- Millennials (1981 – 1996): Younger Millennials are looking for culturally rich experiences and exploration of the unknown, in other words, transformational travel experiences.

Marketing Campaign Ideas

- Visit King William: For a Different Point of View
  - Promote local culture and education; leisure activities such as sightseeing, golf, and water recreation; local inns and Airbnbs; local fare; nearby wineries and breweries; nearby adventure opportunities such as skydiving and hiking (Note - general, all-encompassing campaign for King William and West Point)
  - Create sample itineraries (with general terms vs. specific business names)
  - Target: Baby Boomers, Gen X, and Millennials
- Girlfriends' Getaway to the Point
  - "A girlfriends' getaway is closer than you think."
  - Promote local shopping; local salons and spas; local inns and Airbnbs; local dining; nearby wineries and breweries; nearby adventure opportunities such as hiking and skydiving; local sightseeing (Note - can be for both King William and West Point or refined to be specific to West Point)
  - Create sample itineraries (with general terms vs. specific business names)
  - Target: Female Baby Boomers, Gen X, and Millennials

Marketing Campaign Ideas

- West Point, Virginia: Where fresh and salt water meet.
  - "Salt water is closer than you think." (Note - a more West Point specific campaign)
  - Promote local sightseeing and water recreation along rivers in West Point; local shopping; local seafood, nearby wineries and breweries; nearby adventure opportunities such as hiking and skydiving
  - Create sample itineraries (with general terms vs. specific business names)
  - Target: Baby Boomers, Gen X, and Millennials in western and central Virginia

Example Graphic Design: King William County *(KW and WP as one destination)*

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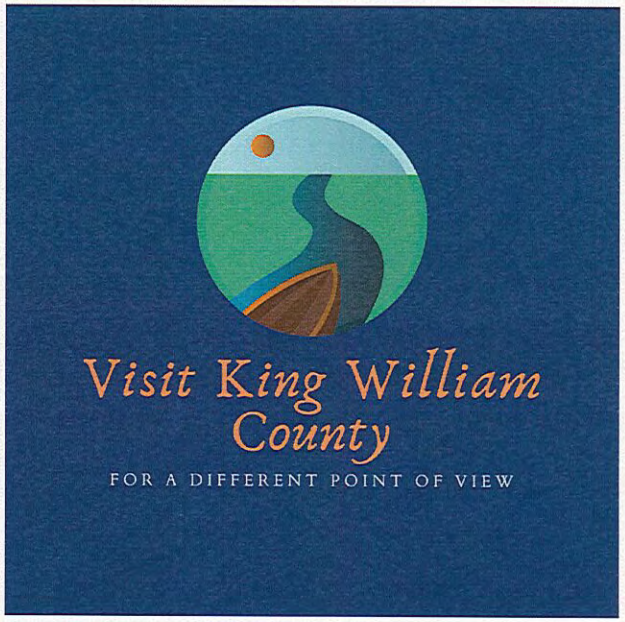
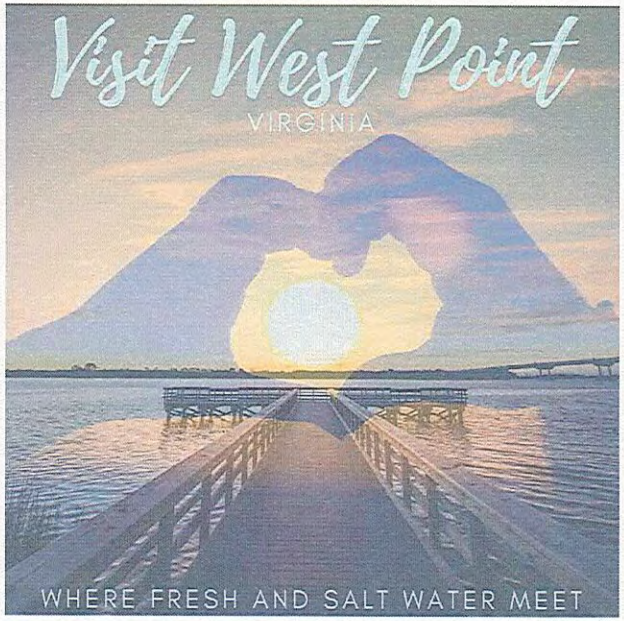


Example Graphic Design: Town of West Point *(West Point specific campaign)*



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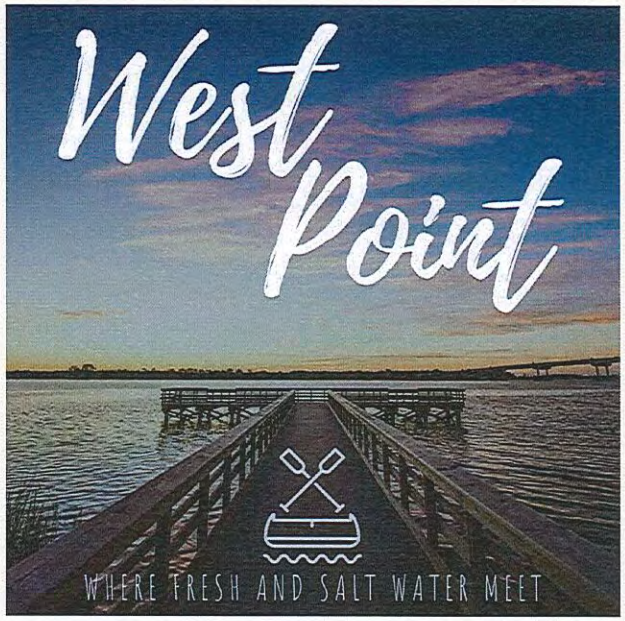
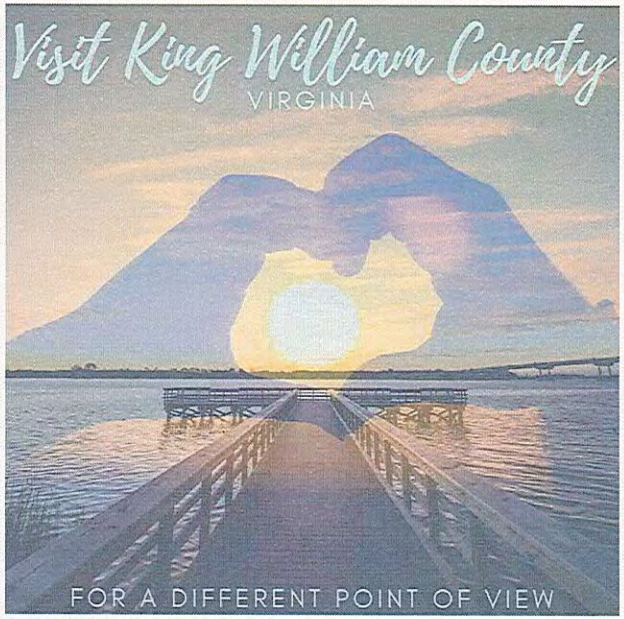


Example Graphic Design: King William County *(KW and WP as one destination)*



2020 Marketing Channels

- Social Media:
  - King William Facebook (and other relevant King William social media); Town of West Point Facebook, Instagram, and Twitter; I Love West Point Facebook, Instagram, and Twitter
    - *Posted content*
    - *Targeted Paid Ads*
- Radio:
  - Potential Stations (may vary based on campaign and message) - Lite 98 (Richmond), 103.7 (Richmond), Xtra 99.1 (Gloucester), B101.5 (Fredericksburg), 95.9 (Fredericksburg), 107.5 (Charlottesville), 95.1 (Charlottesville)
- Print:
  - Potential Publications – Virginia Living Magazine, Richmond Family Magazine, Richmond Times Dispatch, Tidewater Review, The Daily Progress (Charlottesville), Free Lance-Star (Fredericksburg)
- Event Calendars:
  - PSAs and Free Postings: Richmond.com; Virginia Living; Fredericksburg.com; Middle Peninsula Alliance; Radio and Television Stations in Charlottesville, Fredericksburg, Richmond, Hampton Roads; The Rivah Visitor's Guide; Virginia.org, etc.
- King William and Town of West Point Websites
  - Revamp/update Tourism and Leisure page on King William website
  - Revamp/update Visitors page on Town of West Point website