

**Minutes**  
**Page County Tourism Council**  
**Regular Meeting**  
**June 14, 2023**

**Members Present**

Helen Morton, Chairwoman / Industry Representative  
Karen Riddle, Vice Chairwoman / District 2  
Seretha Judy, District 1  
Randy Howan, District 3  
Bart Price, District 4\*  
J.D. Cave, At-Large

*\*Note: Councilman Price joined the meeting at 4:33 p.m. and outgoing Councilwoman Judy left the meeting at about 5:15 p.m., following all actions taken by the council during the June meeting except a vote to adjourn.*

**Staff Present**

Nina Fox, Economic Development and Tourism Director  
Rebecca Armstrong, Communications and Marketing Coordinator  
English Henry, Economic Development and Tourism Coordinator

**Others Present**

Gina Hilliard, Luray-Page County Chamber of Commerce President  
Bill Huffman, Luray-Page County Chamber of Commerce's Board of Directors, tourism division chairman

**Call to Order**

Chairwoman Helen Morton called to order the regular meeting of the Page County Tourism Council at 4:04 p.m. on Wednesday, June 14, 2023, in the Board of Supervisors' Room, located on the second floor of the Page County Government Center at 103 S. Court St. in Luray.

**Adoption of Agenda**

Councilman Cave **moved** to adopt the June 14, 2023 meeting agenda as presented with an amendment that a special recognition included on the agenda under "new business" be moved to the top of the agenda. The motion was seconded by Councilwoman Riddle and carried unanimously.

**Special Recognition: Outgoing Councilwoman Seretha Judy**

Tourism council members and county staff recognized Judy's service on the Page County Tourism Council, thanking her for that service and her contributions over the past two years. Following the end of her two-year term on June 30, 2023, Judy will step down from the tourism council.

## **Action Matters**

### **Approval of Meeting Minutes**

A **motion** made by Councilwoman Riddle to approve the meeting minutes of May 17, 2023 as presented, seconded by Councilwoman Judy, passed unanimously.

### **Nominations of chairperson, vice chairperson for FY2024**

Councilman Cave nominated and made a **motion** that District 2 representative Karen Riddle and District 3 representative Randy Howan as the Page County Tourism Council's chairwoman and vice chairman for fiscal year 2024, beginning July 1, 2023 through June 30, 2024. The motion was seconded by councilwoman Judy and carried unanimously.

## **Old Business**

### **Quarterly industry partner newsletters**

The council reviewed spring's tourism industry partner newsletter, which went out by email to about 230 Page Valley industry partners earlier that afternoon, staff reported, via a Mailchimp campaign. Noting the importance of quarterly data and that AirDNA data is released around the 15th of each month, Fox told council members that fall's industry partner newsletter is tentatively scheduled to be sent out mid-September.

## **New Business**

### **Town TOT allocations**

Fox reported that the Page County Board of Supervisors approved earmarking TOT funds in the amount of \$25,000 each for the towns of Luray, Stanley and Shenandoah for both fiscal 2023 and fiscal 2024. Noting that town officials work with county staff to develop TOT-funded projects and campaigns, she reported that the Town of Shenandoah plans to use its fiscal 2023 allocation toward kiosks at its Big Gem and River park, as well as continued video and photography projects with The Downtown Creative, while the Town of Stanley would like to earmark funds for a kiosk at Ed Good Park and a "Welcome to Stanley" sign.

### **Cabin Capital branding**

The council discussed branding for Page Valley and by consensus, opted to move forward with campaigns that emphasize the area's designation as Cabin Capital of Virginia, including front cover options of the upcoming Page Valley Visitor Guide. The council reviewed a proof of the guide, including notes from staff. Council members shared feedback about the guide, including the use of QR codes, and discussed the importance of defining "cabin," particularly as efforts move forward to underscore the Cabin Capital designation. The council by consensus asked that a discussion about the definition of "cabin" in Page County be added to an upcoming tourism council agenda, suggesting that it be considered in September.

### **ARPA projects and amendments**

Armstrong reported that the county's \$90,000 ARPA Tourism Recovery projects, which were officially approved by the Virginia Tourism Corp. on Oct. 21, 2022, were moving forward. Noting that the projects' final deadline is June 30, 2024, she reported that several of the projects' in-house deadlines would be amended to allow additional time. The projects are still on track to meet the stat's final deadline of June 30, 2024.

Henry reported that the ARPA-funded visual identity project — a campaign to capture external photography of 400 vacation rentals in Page County — is on track for a first phase of photography later this summer, and that about 75 properties so far are signed up to participate.

### **Taste of the Valley update**

Henry reported that this year's installment of Taste of the Valley, scheduled for June 17 at the Page Valley Fairgrounds, had garnered more than a dozen beverage vendors, as well as additional craft and food vendors. Noting that the event is organized in partnership between the Page County Economic Development and Tourism Department and the Page Valley Fair Association, she reported that at least 200 were expected at this year's event.

### **Director's Report**

Fox reported that the Page Valley Visitor Guide was entering its final phase of design/content creation. She noted that work with Kathy Moore of Moore PR was continuing with a goal of helping staff better understand digital marketing and Google ads. Fox reported that Henry was recently asked to join the Board of Directors of the Shenandoah Valley Travel Association.

### **Open Public Comments**

None

### **Council Members' Time**

Councilman Cave asked about the Luray-Page County Chamber of Commerce's annual Banquet and Business Meeting, which was held on June 8 at Brenwood Lake. Chamber president Gina Hilliard reported that sponsorship of the event was strong and that the event was attended by about 150 community members.

### **Adjourn**

A **motion** made by Councilman Howan to adjourn, seconded by Councilwoman Riddle, passed unanimously. The meeting adjourned at about 5:35 p.m.