



## Town of Kilmarnock

### Council Committee Notes – Economic Development

**Date:** April 15, 2009 **Time:** 3:00 pm **Location:** Town Hall **Chair:** Council Member John Smith  
**Attendees:** Council member Howard Straughan – Susan Cockrell, Economic Dev. Strategist – Marshall Sebra, Assistant Town Manager-Guest, George Beckett, Northern Neck Tourism Council President

#### **Notes on Discussions:**

1. George Beckett presented an update on the Northern Neck Tourism Council, its current activities and the importance of “regionalism” as it relates to tourism and travel.
2. Reviewed the efforts to promote Lancaster County visitation through TLCVA.com and the presentation to the Lancaster County Industrial Development Authority. The IDA has authorized funding the first year efforts of TLCVA.com.

#### **Recommendations to Council:**

1. Requests that Town Council provide a recommendation of support for a regional approach to travel marketing.

#### **Recommended for further study:**

None at this time