



TOWN OF KILMARNOCK
Council Committee Report –Economic Development

Date: June 5, 2014 **Time:** 9:30 AM **Location:** Town Hall

Town Council Member Attendees:

Town Staff Attendees:

X = present

Chair: Vice Mayor Emerson Gravatt ___
Council Member William Smith X
Council Member Mae Umphlett ___
Mayor Raymond Booth (ex-officio) ___

Town Manager Tom Saunders X
Deputy TM Susan Cockrell X

Visitors: None

Discussion items:

1. The committee reviewed the status of any new\exiting businesses.
2. Staff reported that our branding project is underway. Our firm, BCF, will be in the region beginning July 5, 2014 for research on our assets and tourism amenities. They will be conducting interviews with individuals in both Lancaster and Middlesex counties. An initial strategy brief will be created by the end of July. This brief will be the beginning of developing our brand message.

FYI:

1. The VA State Girls Softball Tourney is coming to Dream Fields July 16-20. This is a 4 -5 day tourney with room nights and general spending within the area. Staff will assist Lancaster by the Bay Chamber with local information and support.

Recommendations to Council:

Action item(s): None

Recommended for further study: None