



**TOWN OF KILMARNOCK**  
**Council Committee Minutes –Economic Development**

**Date:** July 3, 2014      **Time:** 9:00 AM      **Location:** Town Hall

**Town Council Member Attendees:**

X = present

**Chair:** Vice Mayor Emerson Gravatt      \_X\_  
Council Member \_\_\_\_\_  
Council Member \_\_\_\_\_  
Mayor Mae Umphlett (ex-officio)      \_X\_

**Town Staff Attendees:**

Town Manager Tom Saunders      \_X\_  
Deputy TM Susan Cockrell      \_X\_  
Planning\Zoning Director, Marshall Sebra      \_X\_

**Visitors:** Dr. Curtis H. Smith, Chris Allen (Town Council members)

**Discussion Items:**

1. The committee reviewed the status of any new\existing businesses.
2. The committee was updated on next steps for marketing\branding of region. Funds have been received from Middlesex EDA and Lancaster County approved funds in their FY 2015 budget. Our firm has been here and conducted 15-20 individual interviews and toured the area for 5 days. Next step is a strategic planning document followed by creative work. A grant application has been made to VA Tourism Corporation for this phase for \$26,600. We should know the results in late August.
3. Council Member Gravatt expressed his desire to serve on this committee for FY 2015.

**FYI:**

1. Update on activities related to Oyster marketing.
2. Fund raising for the Lighted Christmas Parade sponsored by Lancaster by the Bay Chamber of Commerce will be a community yard sale on Labor Day weekend Saturday.

**Recommendations to Council:**

**Recommended for further study:** None