



TOWN OF KILMARNOCK
Council Committee Notes –Economic Development

Date: July 10, 2012 **Time:** 4:00 PM **Location:** Town Hall

Town Council Member Attendees:

Town Staff Attendees:

X = present

Chair: Council Member Emerson Gravatt X

Vice Mayor William Smith X

Council Member Mae Umphlett X

Mayor Raymond Booth (ex-officio) —

Town Manager Tom Saunders X

Asst. TM Susan Cockrell X

Visitors: Susan McFadden, Open Door Communications

Notes on Discussions:

1. The committee discussed a 3 phased approach to a promotional brochure program (called Kilmarnock ABC's). The program's intent is to create awareness of Kilmarnock's retail sector in our regional market (local, Richmond, Fredericksburg). The brochure would require a fee from "featured" merchants. The committee approved the initial two phases of determining local merchant interest\participation and having a "pilot" during the 2012 holiday season should there be sufficient interest. Staff was authorized to pursue development with the merchant base and will provide feedback prior to second phase.
2. The committee reviewed the status of any new\exiting businesses.
3. The committee reviewed the impact of the trial, Grey's Point "Shop, Dine & Wine" program. There were two trips over the July 4th holidays bringing a total of 15 people for shopping, dining and a wine tasting. The committee authorized 3 additional events for the balance of the summer. Staff will proceed with setting these up and determining any financial partnerships.
4. Discussion on the Commonwealth's Tourism Development Financing was tabled until August's meeting.

FYI Only:

Recommendations to Council:

Action item(s):

1. **The committee approved the first 2 phases of the Kilmarnock ABC's promotional brochure program. Funds are budgeted in the Festivals\Marketing line item.**

Recommended for further study: