



TOWN OF KILMARNOCK
Council Committee Agenda –Economic Development

Date: November 13, 2012 **Time:** 4:00 PM **Location:** Town Hall

Town Council Member Attendees:

X = present

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

Town Staff Attendees:

Town Manager Tom Saunders X
 Asst. TM Susan Cockrell X

Visitors:

Jack Blunt X
 Pam Deihl, The Pedestal X
 Sarah Hathaway, Holiday Inn Express X
 Joe Hudnall, Noblett’s Appliance and Propane

Edie Jett, Lancaster by the Bay Chamber of Commerce X
 Susan Pittman, Bank of Lancaster X
 Mark Saunders, Southern Electronic X

Discussion Items:

1. The committee continued discussions on potential approaches for ED direction with business members of the committee.
2. The committee reviewed suggested items for a potential RFP for marketing\branding plan and discussed when to move forward. Recommendation to Town Council is to move forward with development of an RFP document for release in early Q1 2013.
3. Chair Gravatt reviewed the potential for a boat ramp location close to Kilmarnock that would enable water access for the entire community and provide another feature to bring consumers to Kilmarnock. The committee asked Vice Mayor Gravatt to have further discussions with a local land owner regarding a site.

FYI:

1. The committee was provided a review of the SET program (Stronger Economies Together) grant awarded to the Northern Neck.
2. A review of tourism trends (and implications for Kilmarnock\Northern Neck) from VA Tourism Corporation’s VA-1 conference was provided
3. The status of any new\exiting businesses was reviewed.

Recommendations to Council:

Action item(s):

- **Recommend staff proceed with creation of a draft RFP for branding\marketing services for the Town.**

Recommended for further study:

- **Vice Mayor Gravatt to have further discussions with a local land owner regarding a potential water access site.**