



Town of Kilmarnock

Council Committee Notes – Economic Development

Date: July 14, 2009 **Time:** 3 PM **Location:** Town Hall **Chair:** Councilmember Howard Straughan
Attendees: Councilmember Straughan, Town Manager Tom Saunders, Community Development Strategist Susan Cockrell

Notes on Discussions:

1. Discussed the growing number of vacant storefronts and commercial properties in town and ways to promote Kilmarnock in the current economic climate. Committee asked staff to contact the large state universities and the VML for advice and help in marketing Kilmarnock as a business location.
2. Discussed getting traffic counts from VDOT, including weekend counts, to use in marketing efforts. Committee asked staff to look into creating an information package for prospective businesses that would answer their questions about the town and the area.
3. Discussed the possibility of the local VMRC enforcement office moving to town. Several conversations have taken place.
4. Ms. Cockrell shared screen shots of the new TLCva.com (which stands for Travel Lancaster County, Virginia) website that will be going on line soon. Kilmarnock is prominently featured.

Recommendations to Council:

None at this time

Recommended for further study:

The committee urged staff to continue looking for ways to market Kilmarnock to prospective businesses and to raise awareness of all the town has to offer through modern channels of communication.