



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

**Date:** August 9, 2011 **Time:** 4:00 PM **Location:** Town Hall

**Town Council Member Attendees:**

X = present

**Chair:** Vice Mayor William Smith      X  
 Mayor Raymond Booth                      X  
 Council Member Mae Umphlett            X

**Town Staff Attendees:**

Town Manager Tom Saunders            X  
 Asst. TM Susan Cockrell                 X

**Visitors:** None

**Notes on Discussions:**

1. The committee reviewed the Town of Kilmarnock branding & first use of co-op advertising with Lancaster by the Bay Chamber and NN Tourism Commission in Dozier’s Waterway Guide for 2012. The committee concurred with moving forward in participating in this program. The committee was also briefed on preliminary discussions on a potential co-op promotion with Comcast\Xfinity.com.
2. The committee reviewed the 2012 Lancaster by the Bay Chamber’s Visitor Guide and Directory. This publication is moving to a tourism styled guide as the Chamber plays a larger role in marketing the area. The committee authorized staff to pursue an advertisement of the Town using our brand of “Small Town, Big Times”.
3. The committee was apprised of the Virginia Tourism Corporation’s grant program with the potential for an application by the fall deadline.
4. The committee reviewed activities related to Rappahannock Community College’s presence in Kilmarnock.

**FYI Only:**

1. “Bring LOVE to your town” promotion by VA Tourism Corp. was reviewed. This promotion features large letters spelling L-O-V-E and would be placed on the Town’s N. Main St. property. Localities that apply to the VTC win the letters through a Facebook contest conducted on August 17<sup>th</sup> to 18<sup>th</sup>. The Rappahannock Record already is supporting this on their Facebook page.

**Recommendations to Council:**

**Action item(s):**

- **Staff authorized to pursue ad placements (funds in approved FY 2012 budget).**

**Recommended for further study:**