

# Potomac Highlands Creative Economy Team Meeting

February 24, 2022

10 am

Zoom

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<b>Meeting called by:</b>	Lukas Ray	<b>Type of meeting:</b>	Informal Discussion
<b>Facilitator:</b>		<b>Note taker:</b>	Maria
<b>Timekeeper:</b>			

**Attendees:** Robert Burns, Lukas Ray, Ashley Rotruck, Cara Rose, Megan Webb, Michele Moure-Reeves, Emily Wilson-Hauger, Melissa Shockey, Laura BRown, Debi Layton, Greg Greenwalt, Jolynn Powers, Beth Gill, Tina Ladd, Katie Wolpert, Julia Flint, Anne Beardslee, Kelsey Romer, Morgan Glup, Carla Kaposy, Cumberland cell, Jessica Waldo, Ben Duvall-Irwin, Tracy McCoy, Cindy Martel, Lindsay Kazarick, Kelly Williams, Jonathan Bellingham, Darlene Bolyard

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## *Meeting notes*

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### **Discussion:**

- Welcome! (Lukas)
- Mini-Grants: Reminder, due dates, questions. (Lukas) - AFHNA Tourism Development MIni grants are due back by next Tuesday at the end of the day, March 1st. at 5pm. There were no questions from those on the call. If anyone has any questions, just send Lukas an email.
- Tourism Summit Survey, Due back in March (Lukas) - there have been some delays but the survey should be up in Mid-March. Originally the summit was planned for early summer but may be late summer due to some available funding opportunities. We will be asking about potential meeting dates and the comfortability of meeting online or in person.
- Breakthrough Revolutionary Innovation Technology Excitement (BRITE Challenge) (Rob Burns) See attached flier) The BRITE Challenge is part of our maker space program (partially funded through a Benedum grant). This is a program where we are working with teachers who are a part of the school system within the region near the college. We provide makerspace equipment and now we are working with them to introduce it to their students and asking them to come up with a challenge idea for the competition that will be held at the National Science Center. If you wish to attend or work with an available teacher, let Rob know and he will help you connect. The competition includes middle school and high school students and is quite entrepreneurial. Please contact Rob with any questions.

Updating trainings: The upcoming training are up on the Eastern website

<https://easternwv.edu/advancement-innovation/ireed/economic-development/marketing-trainings/>

These monthly trainings are available at no charge to anyone interested. Please share with those who can benefit from the information. Two classes are coming up for business support; Business owner life balance course on March 31st. In April we are presenting a lodging/restaurant management course. Date TBA.

- Workforce Housing Issues with Woodlands Emily Wilson-Hauger

Last month the topic of Workforce Housing issues was raised at the end of the meeting. Emily provided a slide presentation explaining some of the programs that they run and explained how they collaborate with members of the community. The slides are attached. Many areas are looking for ways to create affordable housing so that employees can find affordable housing near local jobs. They have performed several assessments that confirm not only the need but some of the obstacles associated with alleviating this shared problem. Many of the usual assessments don't accurately reflect our areas. Some stats were surprising: Davis has 37% of their housing as second homes. Some suggestions included incentivizing new construction. Zoning, meeting with community leaders.

Some of the challenges include: land limits, water/sewer limitations, negative stigma about affordable housing, and capacity limitations, increased costs due to covid, etc.

The increase in tourism for our area is bringing this issue to the forefront at a crisis level in some places.

During discussion a question was raised regarding the Build WV Homes Act. This is a bill from the governor that offers tax credit for middle income housing. It hasn't passed yet and is not a very specific piece of legislation.

Participants shared the lack of available property for sale or rent. The presentation contained quite a bit of useful information. Some wish to share it in their communities and it is worth reviewing.

- Attendee Discussion (Open Forum, County Updates, etc.)

Melissa - Eastern is offering the grant proposal class again in April.

Laura - Pendleton County - The EDA has their business roundtable on 3/2 - small business presentation at 6 pm and there will be a presentation from future generations Appalachia program about the Maple Days events. This was extremely successful. Dryfork distillery had the highest number of visitors ever and sold out all their maple moonshine. Getting ready for the WV troutfest May 6,7 & 8. There is an upcoming 5K, a trout rodeo, a pageant and a lot of small events.

Cindy - Maple days - there is a 3/19 event coming up and you can still sign up.

Cara - There were 6 producers that opened up to visitors along with other vendors./ on March 19th there will be a window display contest in downtown Franklin along with giveaways including a punch card that can earn a giveaway. There is also a contest to spread awareness by liking and sharing the facebook page.

Ashley - Mineral County - They are planning a strawberry Festival that has not occurred for at least 10 years. They are also planning a Frosty the Snowman festival. The person who wrote the songs Frosty the Snowman, Peter Cottontail and Smokey the Bear is from Mineral County.

Preston County - Darlene - in April they have baby goat yoga starting up, April 23 craft show, June 11 - 5K goat gallop includes running with goats, The New Deal Festival 7/9 is our biggest event.

Beth Gill - Greenbrier - Lewisburg Chocolate Festival is 4/9. School house hotel - family hotel should be open in a couple of months.

Carla - Grant county - Spring Mountain Festival last weekend in April.

Reminder management plan will be open for comment soon.

**Next meeting** – 3/31/22 at 10 am on zoom

From the chat:

10:07:27 From Lukas Ray to Everyone:

<https://easternwv.edu/advancement-innovation/ireed/economic-development/marketing-trainings/>

10:31:40 From Julia Flint to Everyone:

Grateful to learn about your work - thank you.

10:44:02 From Melissa Shockey to Everyone:

<https://easternwv.edu/workforce-education/grant-writing/>

10:49:19 From Cindy Martel to Everyone:

To register your business for the March 19th Maple Days event:

<https://wvmspa.org/maple-days-participants-list/>

10:50:24 From Cindy Martel to Everyone:

Sorry, above for list of participants, to register your business/event:

<https://wvmspa.org/maple-days-entry-form-2/>

10:50:52 From Emily Wilson-Hauger to Everyone:

The Build WV Homes Act bill numbers - SB538 and HB4502

10:51:43 From Laura Brown to Everyone:

<https://www.facebook.com/PendletonCountyEDA>

10:51:59 From Arthurdale Heritage-Darlene Bolyard to Everyone:

wow, how cool

10:55:22 From Kelsey Romer to Everyone:

I saw that feature! It looks like a great project!

10:58:58 From Arthurdale Heritage-Darlene Bolyard to Everyone:

Thank you for hosting this !

10:59:00 From Jessica Waldo to Everyone:

thanks everyone

10:59:24 From Emily Wilson-Hauger to Everyone:

Thanks, Lukas!

11:00:14 From Tracy McCoy to Everyone:

Thanks everyone! Have a great day!