



*Fredericksburg Regional Hospitality Council
Meeting Minutes – from April Monthly Meeting
April 14, 2021*

I. Call to order

Danelle Rose started the monthly meeting on April 14, 2021 at approximately 9:12 am. Meeting location: In Person & Virtual (GoToMeeting)

II. Roll call

Danelle had everyone identify/introduce themselves in person & virtually.

III. Approval of minutes from last meeting

Minutes from March were motioned, then 2nd, approved.

IV. New Business:

a) Treasurer's Report

- ❖ Julie Jennings gave our Treasurer's report: \$15,334.50 is the current balance.

V. Spotlight: May Awards Luncheon

- May 26, 2021 Noon-2pm @ the FredNats Ballpark
- Committee presented flyer w/all info on the Awards Luncheon (date, location, time, menu, cost, etc.)
- Stressed the NEED for nominations – PLEASE consider nominating and do so ONLINE:
SUBMIT NOMINATIONS: <https://fredrhc.com/>
- Winners will be chosen by the Board, nominators will be notified and winners meals will be paid by FRHC
- 7 Categories, winners receive gift baskets filled w/merchandise from Stafford, Spotsylvania & the City of Fxbg Tourism Depts as well as \$50 gift cards from FRHC & additional prize/swag from Rebellion, Kickback Jacks & Fun Land of Fredericksburg
- Deadline for nominations: May 19th!
Please encourage your organization(s) to participate!
- Register & Pay for your Meal online by May 12th!!

VI. New Business:

❖ New FRHC Website

- Thanks to Danelle for creating a new FRHC Website!
- Features/Future Plans: Membership Info, Online Payment Portal, Calendar of Events, Member Features, Pictures, etc.
- Please check out: <https://fredrhc.com/>
- New Email/Contact: info@fredrhc.com

❖ Member News

- Donna Carter mentioned the new renovations at the **Staybridge Suites Quantico-Stafford**: will be hosting our July Meeting and showing off the new look!
- **FredNats** – Jimmy mentioned excitement for the FredNats Home Opener May 11th
- **Fun Land** – Clint reported newly surfaced mini-golf is complete and sales has been robust in the last few weeks!
- **Victoria/City of Fxbg** – Introduced Renee as a full time City employee assisting her and the department; they've been busy with marketing efforts to 1,000 tour operators and scheduled meeting w/the American Bus Association. May 4th is the 60th Anniversary of the Freedom Riders, Fredericksburg was the 1st stop at the start of the 7-month campaign challenging southern states to recognize the 1946 & 1960 Supreme Court rulings banning segregated interstate travel.
- **Fireworks**: City of Fxbg will be having their fireworks at the FredNats Ballpark on July 4, 2021; Stafford County announced a fireworks only event at Pratt Park also on July 4, 2021. Spotsylvania County has not finalized their plans yet.
- The Heritage Festival will now be “The 4th in Fredericksburg” – no announced plans yet
- **Danelle** reported on the campaign “We are FXBG!” – new tourism effort funded w/a \$50,000 digital campaign to lure travel to fxbg.
- Courtney/Stafford County: Finalized a successful marketing campaign for VA, PA & NC focusing on outdoors and food/beverage to drive traffic to their website
- **Lindsey/Spotsylvania**: Focusing efforts on photography & videography showcasing special places w/in the County (for a Fall Campaign); “Night at the Museum” Movie Night May 15th FREE; “Two-In-One Art Event” on June 26th 9am-Sunday 6/27 2pm at the Spotsylvania County Museum at Lick Run w/the VMFA Art Mobile offering a weekend of fine art & history: FREE!
- **JOB FAIR**: Committee Volunteers include: Danelle Rose, Lindsey Leach, Chris Nelson, Kyle Gawthrop, Carey Lee-Own, Matt Addis. Recommended location: Fxbg Expo Center. This committee will meet and devise/craft the event.

VII. Adjournment

Danelle adjourned the meeting at 9:50am

Minutes submitted by Joyce Willis

Next Meeting – Wednesday, May 12th, VIRTUAL! at 9am

(Dial in Info below)

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/306960565>

You can also dial in using your phone.

(For supported devices, tap a one-touch number below to join instantly.)

United States (Toll Free): 1 866 899 4679

- One-touch: <tel:+18668994679,,306960565#>

United States: +1 (571) 317-3116

- One-touch: <tel:+15713173116,,306960565#>

Access Code: 306-960-565

New to GoToMeeting? Get the app now and be ready when your first meeting starts:

<https://global.gotomeeting.com/install/306960565>