

Potomac Highlands Creative Economy Team Meeting

October 27, 2022

10 am

Zoom

Meeting called by:	Ben Duvall-Irwin	Type of meeting:	Informal Discussion
Facilitator:		Notetaker:	Maria
Timekeeper:			

Attendees: Ben Duvall-Irwin, Robert Burnes, Kimberly, Byard, Anne Beardslee, Amber Higgins, Brad A., Brenna Dugan, Buc Hammer, Serena, Cheryl Wolfe, Dawn Hein, Mike Jones, Elizabeth Satterfield, Kayleigh Kyle, USDA RD, Lindsay Kazarick, Samantha Peet, Tina Ladd, Maria Bray

Meeting notes

Discussion:

- Welcome! Ben Duvall-Irwin, Communications Director of AFNHA opened the meeting.
- Eastern updates -
Rob Burns: Robert.burns@easternwv.edu

A Grant Writing Course is coming up: The next grant writing class begins 1/31/23. Learn more here: <https://easternwv.edu/workforce-education/grant-writing/>

- Lodging Panel following today's meeting at 11:30 Moderator Ritchie Heath <https://us06web.zoom.us/j/85825625717?pwd=SjU4VElyLytMaDI5OVZEbkNSNWpyQT09>
- Hospitality Training Reminder: "Serving in Style. The Art of Remarkable Dining Room Service."
 - o Nov. 14, 10:00 - 3:00 at Ponderosa in Moorefield
 - o For enrollment support email: workforceED@easternwv.edu

Ag Innovation:

- Successful Ag Innovation Showcase, Public Day October 15
- Potomac Highlands Producers: Requesting funding support from both USDA & Claude Worthington Benedum Foundation
- Farm Fellow & Mentor Applications Accepted through November 4 for 2023 year <https://easternwv.edu/ag-innovation/farm-fellowship/>

Upcoming Training Reminders:

- Meat Processors HACCP Training, November 2 & 3
- Poultry “Litter to Gold” training Nov 7 5 – 7 pm
- BQA Nov 14, 4 – 6:00
- Landownership 201 Dec 8, 5:30 – 7:30
- For enrollment support email: aginnovation@easternwv.edu

Ag Tourism Summit March 15 at the Misty Mountain Event Barn with Dr. Dee Knight

- AFNHA updates
 - preliminary survey feedback
 - [Tourism Summit survey](#)
 - [Creative Economy outcomes survey](#)
- We have had good responses through the survey but not enough people have participated. If you haven't completed either survey, please take the time to complete them both. The purpose of the Creative Economy Outcomes survey is to collect data needed for reporting back to Benedum for the grant. This survey falls one year into the grant, and we will be redoing the survey next fall. If you have participated in ANY of these meetings, training, or summits, please take the time to fill this out and let us know if you think that these sessions have been helpful.
- Guest Speakers: Creative Economy mini-grant recipients
 - Arthurdale Heritage - Elizabeth Satterfield
 - Restored furniture factory building into a 3,200 square feet outdoor events space.
 - Elkins-Randolph County Tourism
 - Will be placing icicle lights along street by the Elkins Depot Welcome Center for better street lighting and to expand the existing Christmas light display in Town Square
- Discuss Logo change - an open discussion about updating the Highlands Creative Economy Logo Consensus - remove the line space, update the fonts that may be matched to the AFNHA fonts but keep HCE as its own identity.
- Extended Networking/sharing County News – The Thanksgiving & Christmas seasons are upon us. Please be prepared to share what is happening in each of our 18 counties.
 - What events are planned?
 - What are some of the challenges and successes?
- Attendee Discussion –

Ben reported that the Tucker Community Foundation is accepting grant applications. They are due November 4th. This foundation works in Barbour, Grand, Preston, Mineral, Pocahontas, Randolph, and Tucker Counties. They fund a variety of categories (education, arts, health, etc). <http://www.tuckerfoundation.net/endowed-funds/grants>

Anne reported that they will be hosting the Christmas Parade in downtown Elkins which will end with the Christmas tree lighting on December 2nd. The scarecrows are around town and our summer concert series has ended but Augusta is doing some indoor picking in the park so there is still a lot of music going on in Elkins.

Samantha shared that we made it through the Forest Festival. The Snyder Family pumpkin patch is wrapping up and they will be getting into Christmas mode. There will not be a Christmas train this year but there will be a new winter scenic train excursion that begins the second weekend in January and runs through St. Patrick's day - weekends only.

Lindsay at Future Generations shared that National Maple Syrup Day is Saturday, December 17th. The Maple Syrup Association will be kicking off Maple Syrup Season. They are working on an initiative with WV Living magazine and Chef Ambassador Matt Welch where they are pairing maple producers with restaurants across the state. If you would like to participate, please contact Lindsay.kazarick@future.edu. Also, if you know a restaurant that is willing to cook a special maple dish during the week of Dec 17th, please let Lindsey know.

Elizabeth - There is a new exhibit at Arthurdale starting the first week in December. The exhibit will focus on some exemplary pieces in the exhibit. Watch for more details.

Tina shared the Hampshire County Holiday Guide

<https://simplebooklet.com/cometohampshirefortheholidays2022>

- Save The Date! The next meeting is our combined Nov/Dec meeting on **December 1, 2022**, at 10 AM on Zoom. Doing a speaker series on accessibility.