



**TOWN OF BOWLING GREEN  
ECONOMIC DEVELOPMENT AUTHORITY MEETING**

**M I N U T E S**

**Wednesday, March 11, 2026  
6:00 PM**

**ATTENDEES:** Chair Jason Manns, Director Jessica Beale, Director Mary McManus, Director Kyaer Lee, Director Katrice Howard, Director Randy Hageman

**STAFF:** India Adams-Jacobs, Town Manager; Jeffrey Smith, Administrative Assistant/Deputy Clerk

**CALL TO ORDER:**

- The Economic Development Authority Meeting was called to order at 6:00 PM by Chair Manns. A quorum was established.

**Reading, (if required by a Director), approval and correction of the minutes of the last regular meeting and any special meetings held subsequent to the last regular meeting:**

1. Minutes- February 11

- The Authority considered the minutes of the February 11, 2026, meeting.
- A motion to approve the February 11, 2026, meeting minutes were made by Director Howard and seconded by Director Beale. Following a right-hand raise, the motion carried unanimously.

**CITIZEN COMMENTS (EACH SPEAKER NOT TO EXCEED 3 MINUTES):**

None.

**NEW BUSINESS:**

2. **Caroline County Tourism & Marketing Presentation, Kathy Beard, Tourism Manager**

- Ms. Kathy Beard, Tourism Manager, provided a presentation regarding Caroline County tourism and marketing efforts. She discussed travel patterns along the Route 301/207 corridor, targeted advertising in other originating markets, and the County's continued efforts to direct travelers through Port Royal and Bowling Green. She reviewed in-house promotional materials, including antique and visitor guides. Ms. Beard also reviewed visitation trends, hospitality and lodging challenges, local tax contributions generated by travelers, and the County's broader promotional strategy, including print, visitor centers, state partnerships, events, social media, and front-desk visitor tracking. Additional discussion focused on the Lovings' addition to the Civil Rights Trail, including a forthcoming interpretive sign on the courthouse lawn, the development of an associated digital story map through the University of Mary Washington, and opportunities to promote Bowling Green through that designation. In response to a question from the Authority, Ms. Beard encouraged continued communication regarding new businesses, events, and Town initiatives so that tourism staff can assist with promotion through County channels.

3. **Joint Economic Development Authority & BGVA Main Street Discussion**

- Lauren Griemsman and Krista Manns, Representatives of BGVA Main Street, provided an update regarding the organization's work and recent progress as part of the Mobilizing Main Street program. Discussion

included the organization's nonprofit status, participation in the state Main Street cohort process, development of a transformation strategy, stakeholder meetings held with community members and business owners, and the resulting report distributed prior to the meeting. Members also discussed recent activities, including support for the business appreciation breakfast, collaboration on Caroline Reads, participation in community events, parking assistance during street closures, planning for Fourth Fridays, and ongoing efforts related to downtown promotion and revitalization. Discussion also addressed the relationship between BGVA Main Street and the EDA, opportunities for collaboration, the possibility of an EDA representative attending future Main Street cohort meetings, and the overlap between Main Street revitalization work and broader economic development goals. The Town Manager noted the group's progress and emphasized that Bowling Green's community participation has been notably strong relative to similarly sized localities.

#### 4. **EDA Budget- FY27**

- The Town Manager presented a draft FY27 EDA work plan and budget framework. Discussion included potential funding for façade grants, mural projects, banner initiatives, and other beautification-related improvements, as well as the anticipated use of current and future Town appropriations to support EDA activities. Members also discussed reinstating a wine festival, including historical costs, prior attendance and revenue figures, vendor participation, ticket pricing, promotional opportunities, and the need to account for event coordination and management costs if the event were to be revived.
- A motion was made by Director Hageman to amend the proposed FY27 work plan to include \$12,500 for a wine festival, totaling the EDA budget to \$25,000. The motion was seconded by Director Lee. Following a roll-call vote, the motion carried unanimously.

#### 5. **Beautification & Gateway Discussion, India Adams-Jacobs, Town Manager**

- The Authority discussed beautification and gateway concepts, with particular focus on downtown banners and related promotional materials. Discussion included possible Fourth Fridays banners, veterans-themed banners, and recognition of Bowling Green's upcoming 350th anniversary, as well as the number of available light poles, estimated costs for brackets and banner sets, and the potential reuse of banners across multiple event cycles. Members also discussed how Fourth Fridays' branding could complement other downtown initiatives and whether QR codes or window-based promotional tools could help direct visitors to participating businesses. The Authority expressed interest in moving forward with Fourth Friday's banners as the most timely and functional initial priority.
- A motion was made to authorize expenditure in an amount not to exceed \$1,750 for brackets and Fourth Friday's banners for the seven downtown light poles by Director Beale and was seconded by Director Hageman. Following a roll-call vote, the motion carried unanimously.

#### **TREASURER'S REPORT:**

- The Treasurer reported that the Town Council had previously approved a \$6,000 budget amendment to allow the EDA to utilize allocated funds, including the previously approved rack card expenditure of up to \$2,000. It was noted that an invoice for the rack card had not yet been received, as revisions were still being completed, including updates to photos, information regarding the Lovings' addition to the Civil Rights Trail, and correction of a historical date.

#### **CHAIRPERSON'S REPORT:**

- Chairperson Manns reported that Director Storke was continuing to follow up with the owners of the old mansion property in hopes of reestablishing communication and potentially using the facility for an event in the coming year.

#### **COMMITTEE REPORTS:**

None.

**OLD BUSINESS:**

- The Authority discussed the possible use of space within the local bank building. It was reported that an initial inquiry indicated there was no space currently available for rent; however, further follow-up was planned, including a tour of the building to assess whether office space could be made available by installing a barrier separating tenant space from bank operations. Discussion also included the potential long-term benefit of relocating EDA meeting functions from the current facility, which could allow the existing building to be improved for event use, including weddings and other gatherings.

**PRESENTATIONS (not to exceed 15 minutes):**

**ADJOURNMENT:**

- A motion to adjourn the meeting was made by the Chairperson and seconded by Director Beale. Following a voice vote, the motion carried unanimously, and the meeting was adjourned at 7:30 PM.

**Attest:**

**Chair:** \_\_\_\_\_  
**Jason Manns**

**Clerk:** \_\_\_\_\_  
**India Adams-Jacobs, MPA, ICMA-CM**