



Highlands Creative Economy Council  
Monthly Meeting  
October 26th, 2023, at 10 am  
[Link to recording](#)

**Thursday, October 26th at 10 am (ZOOM)**

Agenda:

- Eastern updates
  - [Farm Fellowship](#) mentorship program applications due Nov. 4<sup>th</sup>. Includes certification and stipend. Email [aginnovation@easternwv.edu](mailto:aginnovation@easternwv.edu) to apply.
  - [Ag Innovation impact report](#) now available
  - [Advanced Grantwriting and Management Workshop](#)
  - New Hospitality & Tourism Grant Award from WV Tourism Office. Will enable new 30 hour academic certificate, and additional free public workshops.
  - New Agribusiness Mental Health Grant from Farm Credit of the Virginias will fund future trainings on mental health
  - Fall Job Fair November 14. Free to attend for employers. Register at <https://bit.ly/Fall2023JobFair> or email [dixie.heavener@easternwv.edu](mailto:dixie.heavener@easternwv.edu) for info.
- AFNHA Updates
  - [Interpretation Training](#) Friday, Nov. 03, 9:30-4:30 – Presentations will cover interpretation basics, personal and non-personal interpretation, developing exhibits, and interpreting difficult stories. Trainers will include Dr. Dave Smaldone (WVU), Kyle Warmack (WV Humanities Council), and Katie Thompson. Will be held at the WV Wood Technology Center in Elkins. Please RSVP to [afnha@afnha.org](mailto:afnha@afnha.org) if interested. Free and open to all, encouraged for grantees and AmeriCorps sites/members.
  - Materials from 10/11 Volunteer Management training available [here](#)
  - Now hiring for [Sustainability Director](#). Director level position with a primary focus on grant writing, fiscal resource development and sustainability.
- Guest Speaker
  - Future Generations University Appalachian Program – Lindsay Kazarick & Joey Aloï – [Link to slideshow](#)
  - The Appalachian Program promotes sustainable community development by nurturing local partnerships and works broadly in agroforestry. They do research on agroforestry and tree syrups, learning (workshops, certificates, videos, webinars), and community action (marketing co-op for syrup producers).

- Mountain State Maple Days – Statewide agritourism partnership between Appalachian program, WV Maple Syrup Producers Association, and WV Dept. of Agriculture. Connects local producers and county CVBs to create community engagement and development opportunities.
  - Mobile sugar shack provides youth education at public events.
  - Producers can open their business to visitors, businesses can create maple inspired specials, and CVBs/EDAs can help promote local events. Visitors can see list of participating businesses and events on [wvmspa.org](http://wvmspa.org)
  - Will kick off during National Maple Syrup Day (December 17<sup>th</sup>) and will take place Feb. 17<sup>th</sup> & March 16<sup>th</sup> 2024.
- Attendee Discussion / Extended Networking –
  - List of Capitol Christmas Tree events in our region available [on our website](#), or all events at [uscapitolchristmastree.com](http://uscapitolchristmastree.com)
  - Tracy McCoy (Summersville CVB) – 2<sup>nd</sup> Annual Oktoberfest (“brewtober” beer festival) October 28<sup>th</sup>.
    - Robert Johnson – The CVB’s [annual report](#) has been released.
  - Norville Clark (Five Rivers Cooperative) – Five Rivers is a cooperative that trains new farmers to distribute locally grown produce. We are starting a certificate program at New River Community & Technical College (with curriculum by Joey Aloï). Contact me at [admin@5riverscooperative.com](mailto:admin@5riverscooperative.com) to see how we can collaborate on agritourism in West Virginia.
  - Amber Higgins (Barbour Co. Dev. Authority) - Saturday, Nov 4: 100th Anniversary “Spirit of the American Doughboy” Memorial Ceremony, Barbour County Courthouse, Philippi, 10am (Secretary of State Warner will attend); Sunday, Nov 19: Thanksgiving Buffet at Adaland Mansion; Seatings available for 12:30, 2:15, and 3:45pm; Adults \$35, children \$12. Reservations required; call 304-457-1587
  - Jonathan Bellingham (Capon Springs & Farms) – Blue Ridge Community Technical College has received a grant from WV Tourism for hospitality education videos. I’m hoping to connect them with Eastern’s new program. Will be hosting free Fling Golf clinic Saturday, November 11.
  - Michelle Moure-Reeves (Hardy County CVB) – We are discussing ways to develop a county-wide tourism development plan. Shefa Benoit has started her own non-profit [Mountain Heritage Trails](#) to continue the schoolhouse tour, and develop new African-American burial sites project. IMBA trail development plan will be submitted soon. WV Turkey Festival will celebrate 68<sup>th</sup> year.
  - Lindsay Kazarick – Upcoming trainings November 4<sup>th</sup> for [Spotted Lantern Fly mitigation](#), November 11<sup>th</sup> and 12<sup>th</sup> [maple in the classroom](#) trainings for educators.
  - Amber Nesselrodt (Pendleton County CVB) – New adventure guide available soon. U.S. Capitol Tree event at industrial park/Swilled Dog November 12<sup>th</sup>.
  - Tina Ladd (Hampshire County CVB) - U.S. Capitol Tree event in Romney November 14 10:30a.m.–12:30p.m with musical performances and community booths.
- Save The Date! The next meeting is **November 30th, 2023**, at 10 AM on Zoom.
  - We will discuss some of the proposed HCE activities for our new grant period, including promotion of attractions and our proposed partnership policies.
  - Zoom Registration: <https://us02web.zoom.us/j/86099367281>