

MINUTES  
PAGE COUNTY SESQUICENTENNIAL OF THE AMERICAN CIVIL  
WAR COMMITTEE  
FEBRUARY 19, 2009  
REGULAR MEETING

**Citizens Present**

Rod Graves – Luray Caverns Corporation - Chairman  
Sharon Sampsell – Page County Department of Recreation – Liaison and Secretary  
Karen Riddle – Luray/Page County Chamber of Commerce  
Emily Campbell – Luray/Page County Chamber of Commerce  
Charles Butler – Attorney  
Terry Heder – Shenandoah Valley Battlefields Foundation  
Gary Drum – Appalachian Outdoors Adventures  
Nancy Sottasonti – Luray/Page County Tourism Council

**Call to Order**

Karen Riddle, President of the Luray/Page Chamber of Commerce, in Rod Graves' absence called the first regular meeting to order at 11:00 am on February 19, 2009 in the Board of Supervisors Room at the Page County Court House

**Discussion**

Karen Riddle welcomed all and began her review of the January 28 regional meeting that was held at the Shenandoah Valley Battlefields Foundation office in New Market. She expressed her excitement for the extent of involvement by other communities and her optimism for future events and activities in the Shenandoah Valley. She explained that she was very impressed with the GIS information discussed at the regional meeting and its impact on travelers visiting Civil War sites and Trails markers; and the need for digitally formatted historic information for an ongoing project.

At this point, Chairman Graves arrived and official took over the meeting and discussion. His first point of discussion was the planned Civil War Trails markers at the Page County Court House and Ruffner's Cave. He was very adamant that he felt that this was the best project for the marketing grant. All agreed and there was discussion regarding the details of the markers and planned communications with Mitch Bowman, by Mr. Graves.

Mr. Graves and Terry Heder discussed at length the topics reviewed at the Regional Meeting; various other community themes and ideas for the commemoration; marketing concepts and detailed plans in process with the Commission. Sharon Sampsell suggested that the Commission create an education resource (i.e. lesson plans, maps, etc) similar to those created by the Jamestown Commission to celebrate the 400<sup>th</sup> Anniversary of our Nation. Mr. Heder agreed that this was a good idea and he would pass the information to the Commission.

Mr. Graves brought up again the need to determine our theme for Page County's involvement in the commemoration. He was reminded from the previous meeting's minutes that the committee had decided on the theme "Discover Page County's Unknown Stories". He commented on how that tag line was appropriate in that Luray Caverns used the "Discovery" theme as well for their marketing campaigns; especially since one of the proposed Trails markers would be placed at Luray Caverns ( Ruffner's Cave)

Karen Riddle commented on the possibility of being able to coordinate commemoration events up and down the valley, with the use of a timeline and map, so tourist would have a detailed plan of what was going on in the valley. Mr. Heder said that that was also a desire of the Commission's statewide objective and that he felt that the Shenandoah Valley's impact in creating such a timeline and map would be significant.

Gary Drum of Appalachian Outdoors Adventures discussed the possibility of bike trails and the increased interest in bicycling tourism in Virginia. He also announced that Appalachian Outdoors Adventures and Evergreen Outfitters will be merging together and moving to the IOUL building in May

### **Marketing Grant**

Sharon Sampsell expressed the urgency in completing the Marketing Grant application for the proposed new Trails markers. Rod Graves and Chuck Butler agreed to meet on 3/5 to discuss the design of the markers.

Terry Heder discussed the new Foundation Project Grant rounds that are being offered and advised that the grant application due date is April 17, 2009.

### **Closing**

Rod Graves reminded everyone that the next meeting date would be 3/19 at 11:00 am at Luray Caverns Restaurant. He also added that we should perhaps contact Gerald Painter, Mike Slovinsky, Jamie Gander and Gary & Mark Bauserman to see if they would be interested in serving on the Committee.

Mr. Graves thanked everyone for attending and closed the meeting at 12:30 pm.