

Attendees: Holly Redding (Chair), Drew Van Laeken (Vice Chair), Charlie Fish, Elizabeth Minor, Greeley Myers, Kimberly Sowers, Nate Crandell (ex-officio OTWBA) and Downtown Manager Jennifer Bell.
(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of December meeting minutes – *Unanimously approved.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – review December expenditures – No questions.
- Vice Chairperson's Report – Drew Van Laeken
 - Nothing to report.

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Holiday window decorating contest winners listed. Question about boundaries for involvement.
 - Downtown Holiday Lighting. Don't think it is realistic for 2019. No outlets on Piccadilly St. Need more research before going to Council with requests. Start a little at a time. Perhaps Boscawen St. outlining buildings. Maybe add a category to the window contest for outdoor lighting display.
 - Next meeting to discuss lighting – January 24 at 8:30 a.m.
- Economic Vitality – Drew Van Laeken
 - Committee description in OTAC Member binder. Want input. Perhaps OTWBA input. Look into window clings for vacant windows. Jennifer noted that Economic Vitality often includes real estate and property owners as well as community members.
 - Quarterly meetings until have a project to work on. Want to get input before scheduling.
- Organization – Greeley Myers
 - January 22 stakeholder meeting invitations. Electronic is fine, as well as print invites. Greeley will distribute.
 - Monthly meeting schedule will be 4th Tuesdays at 9am. Goal to invite more people.
- Promotion – Charlie Fish
 - Will meet on Monday at 5:30 p.m.
 - Focus on Shop Local campaign. Materials emailed out to committee members. Guerilla marketing. Suggestion to get guides to real estate offices to distribute to new clients. Also change of address packet from post office. Looking for ideas for reaching out to local residents. Suggestion of Mother's Day event. Remind people to shop for Mother's Day in Old Town. Shopping event May 11, Saturday. Same day at Farmers Market opening day. Maybe EDA branding funds available.

➤ **Downtown Manager's Updates**

- Downtown Manager Report – Jennifer Bell. Copy distributed.
- 2019 City Calendars distributed.
- Main Street evaluation distributed. Was emailed out prior to meeting. New requirements received at the end of 2018. Will work to improve score. Will share VMS reports with board members. Question about how information in reports is obtained. Jennifer explained data sources. Data compiled into a cumulative chart by Virginia Main Street to track milestones and report to the state to help get the program funding. Holly noted that there are a handful of real easy changes the board can make to increase score next year. *Holly asked for a motion to go ahead and approve this so that we sign it and send it back to the Main Street foundation with a score of 76. Greeley so moved. Seconded. Approved unanimously, 6/0.*
- Updated Commission Members list distributed. Currently three vacancies for Primary or Secondary District property owners or business owners. Kimberly noted an error in her email address.

- Events – Holly Jolly. Two hours of carriage rides. Event Contractor will be taking over Holly Jolly next year looking for sponsorship for three hours of carriage rides. Farmers market component this year went really well.
- Moving forward with ArtScape. Have an MOU with ShenArts. Starting to promote and look for sponsors.
- Chocolate Escape Outreach. Sign up forms available.
- Graphic designer selected for OTW Guide. One have one box left of current guide. Maybe get descriptions for businesses for next year. JP help? Increased distribution of guides this year by hotels picking up cases. Guides taken to Candy Hill Campground. Tourism distribute as well. May increase to quantity of 25,000. Moved location of map to back of guide.
- Tourism draft strategic plan distributed.
- Newsletter distributed.
- Volunteer sign up forms.
- Jennifer received a \$1000 scholarship to attend the National Main Street Conference in Seattle where she will be presenting.
- 2018 Year in Review distributed. Will present to Council on January 22.
- Wayfinding presentation to Council on January 22.

➤ **Old Business**

- Stakeholder Meeting - Volunteer form for committees. Holly went over the format for the meeting.
- Civil War Trails sign. Table from last month's meeting. \$200 request. Greeley will reach out.

➤ **New Business**

- OTAC Chair and Vice Chair Elections. Charlie nominated Holly as Chair. Seconded. Holly accepted nomination and made a brief opening statement. No questions and no other nominations.

A Roll Call Vote was taken and Holly Redding was elected chair, the votes being recorded as shown below:

<u>Member</u>	<u>Vote</u>
Charlie Fish	Yes
Liz Minor	Yes
Greeley Myers	Yes
Holly Redding	Yes
Kimberly Sowers	Yes
Drew Van Laeken	Yes

Holly nominated Drew to continue to serve as Vice Chair. Seconded. Drew accepted the nomination and made a brief opening statement. No questions and no other nominations. *A Roll Call Vote was taken and Drew Van Laeken was elected vice chair, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
Charlie Fish	Yes
Liz Minor	Yes
Greeley Myers	Yes
Holly Redding	Yes
Kimberly Sowers	Yes
Drew Van Laeken	Yes

➤ **Public Comments**

- Nate invited members to the OTWBA meeting on January 10, 6 pm at Web Strategies.

The next OTAC meeting will be on **Thursday, February 7, 2018 at 5:30 p.m. in Rouss City Hall. Motion to adjourn. Seconded. Unanimously approved 6/0. Adjournment 6:25 p.m.**