

1. Call to order
2. Approval of December Minutes
3. Officers' Reports
 - Chair Report
 - i. December Expenditures
 - Vice-Chair Report
4. Standing Committee Reports
 - Design Committee
 - Economic Vitality
 - Organization
 - Promotions
5. Downtown Manager Updates
 - Virginia Main Street Report
 - Other
6. Old Business
 - Stakeholder Meeting at 6:30 p.m.
 - Civil War Trails Sign
7. New Business
 - Chair and Vice-Chair Elections
8. Public Comments
9. Adjournment– The next OTAC meeting will be held in City Hall at 5:30 p.m. at **February 7, 2019.**

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)

Guest: Leslie Bowery, City of Winchester Parks & Recreation

➤ **Call to Order**

- Recognized Nate Crandell with Compass West Realty. Joining as ex-officio member of OTAC. Welcome and open to participate in any conversations and give his ideas particularly on behalf the OTWBA as that is the organization he is representing. Non-voting.

➤ **Approval of Minutes**

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

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – review November expenditures – No questions.
 - FY20 Budget. Discussion about Local Media and additional outlets like Virginia Living Magazine. Maybe submit proposal for EDA collaborative marketing funds. Clarification about additional event expenses. OTW event costs with expectation to recoup revenue based on projections. *Kimberly Sowers moved to approve. Seconded. No discussion. Approved unanimously, 6/0.*
- Additional FY20 Requests
 - Charlie introduced Leslie Bowery to discuss the Christmas Market proposal. Leslie provided an overview on lighting and decorations. Noted that we do not have many decorations in the secondary district. Kimberly noted that they tried 15-20 years ago to get businesses to outline buildings in C9 lights. Could not get owners on board. Leslie presented several ideas including lit wreaths or snowflakes on secondary district lampposts, splash pad light show synced to music, collectable mugs. Kimberly can get an estimate on lights and feasibility of power company altering poles. *Charlie Fish moved to gather more information on potential for lighting the secondary district for 2019 and put together a short yet comprehensive proposal and/or plan to explain to City Council our desires. Charlie and Leslie will put together something to convey our wants and desires to City Council. Seconded. Approved unanimously 6/0.*
 - Civil War Trails Sign Request – Join as a member of the Civil War Trails, Inc. and be guardian of the Taylor Hotel Civil War Trails sign. \$200. *Greeley Myers moved to table this request. Seconded. (Holly added "for a future meeting" before the vote) Approved unanimously 6/0.*
 - Two request from OTWBA were submitted, one in the amount of \$500 for the creating of poster for events. Also, request the purchase of 2,000 Easter eggs for the Old Town Winchester Easter Egg Hunt. Have done in the past. *Charlie Fish moved to approve the printing of posters for these specific events for the OTWBA and the purchase of the Easter eggs. Concern about posters not being distributed to everyone. Need distribution system. Motion not seconded. Drew moved to approve the Easter eggs. Seconded. Approved unanimously, 6/0.* For the posters, Nate, as vice president of the OTWBA, will take personal responsibility this year to make sure all are distributed to each business. Asking for \$500. Nate said last year OTWBA covered any costs above that. *Holly requested a motion to approve the design and printing up to \$500 for the 4 OTWBA posters. Kimberly Sowers so moved. Seconded. Approved unanimously 6/0.*
- Vice Chairperson's Report – Drew Van Laeken
 - No Report.
 - Committee restructuring. Drew is in charge of the Promotion Committee. Charlie Fish is in charge of Economic Vitality, but has been initiating discussions on promotions like shop local, holiday market.

Charlie will be chair of Promotion and Drew will be chair of Economic Vitality. *Holly approved the switch as Chair.*

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Two more big trees wrapped on the south end of the mall. Bells are up and Liz made additional bows. Work order still in for hanging grapevine balls. Working on rigging for the lights.
 - Window decorating contest. 20 stores participating.
 - Wayfinding signs. Handout distributed with proposed designs. Jennifer gave a brief history of the wayfinding project. *Charlie Fish moved to move forward with this design. Seconded. Approved unanimously 6/0.*
- Economic Vitality – Drew Van Laeken
 - No report.
- Organization – Greeley Myers
 - Met a week ago. Main push is moving forward with the promotion of the Harley event in June and how that is going to affect our downtown on Friday night for Friday Night Live and on Saturday for the parade. Stakeholder meeting for business set for January 22. Morning meeting for retail and afternoon meeting for restaurants. Jennifer will help with draft invitation to go out. Will be held in the Feltner Building conference room. Joann Emmons from the Harley group will be joining the meetings.
 - Still working on brochure with SVBF. Waiting to hear back from Terry Heder.
- Promotion – Charlie Fish
 - Focus has been the Shop Local campaign. Trying to figure out how to get buy-in from the merchants. Suggestions welcome. Potential logo being developed? Pricing?

➤ **Downtown Manager's Updates**

- Downtown Manager Report – Jennifer Bell. Copy distributed.
- Thank you to Liz for making bows for bells. Appreciate everyone participating in the window contest judging. Received a lot of help from various other departments this month with holiday parade, tree lighting, decorating the downtown.
- 30 Day Oktoberfest Report was emailed out. Let Jennifer know of any questions or concerns.
- OTW Newsletter. Recent business openings and relocations.
- Holly Jolly this Saturday. Schedules distributed with shopping/dining specials and window contest participants. Holly Jolly Market new this year. Six farmers market vendors. Have asked the Special Event Contractor to manage event next year. Will be able to get sponsorships, allow more businesses to set up outside, etc. Appreciate feedback on this year's event.
- VMS grant opportunities for the fiscal year. Not sure if going to move forward with any this year. Let Jennifer know if interested in learning more about what is available.
- First Night Winchester will use the Welcome Center for the event headquarters since they are an organization we sponsor through the arts grants.

➤ **Old Business**

- Retreat Report. Transformation Strategies chart distributed. Comments from chairs?
 - Organization: Grow the committee. Expand outside this group. Bring in key players like MSV, Battlefield Foundation.
 - Promotion: Maybe take on more in March.
 - Design: Keep up with what we currently have going.
 - Economic Vitality: Vacant window stickers.
- Stakeholder Meeting for OTAC. January 3, 6:30pm. Invite retail and restaurants. Will have refreshments. After OTAC meeting. Plan is to discuss upcoming events, budget, introduce members. Information about Harley event and stakeholder meeting. Create invitations/flyers. Suggestion to mention some hot topics like "Where is that tax going?"

➤ **New Business**

- None.

➤ **Public Comments**

- None.

Motion to adjourn. Seconded. Unanimously approved 6/0. Adjournment 7:08 p.m.

The next OTAC meeting will be on Thursday, January 3, 2018 at 5:30 p.m. City Hall Council Chambers followed immediately by the Stakeholder Meeting.

DRAFT

December 2018 Expenditures
FY19

Professional Services/Special Events (31-66)	Budgeted	December Expenditures	Current Balance
Monthly Retainer - December		\$6,866.67	
W-35-18 Event Expenses		\$1,403.00	
W-36-18 Event Expenses		\$60.00	
FYTD Account Total	\$218,000.00	\$8,329.67	\$101,841.07

Professional Services/Other (31-70)	Budgeted	December Expenditures	Current Balance
Web Content Management for October		\$325.00	
FY19 OTW App Hosting Mgmt		\$1,800.00	
FYTD Account Total	\$12,350.00	\$2,125.00	\$8,235.00

Local Media (36-01)	Budgeted	December Expenditures	Current Balance
Winchester Star Holiday Ad		\$70.00	
NV Daily Holiday Ads		\$215.00	
Holiday Facebook Ads		\$119.37	
FYTD Account Total	\$5,725.00	\$404.37	\$4,301.27

Postal Services (52-10)	Budgeted	December Expenditures	Current Balance
City Hall Postage - November		\$0.47	
FYTD Account Total	\$455.00	\$0.47	\$439.02

Travel/Meals, Lodging, Registration Fees (55-40)	Budgeted	December Expenditures	Current Balance
NMS Conference Registration		\$100.00	
FYTD Account Total	\$1,900.00	\$100.00	\$1,109.72

Membership & Dues (58-10)	Budgeted	December Expenditures	Current Balance
National Main Street		\$350.00	
FYTD Account Total	\$460.00	\$350.00	\$50.00

Other Operating Supplies (60-14)	Budgeted	December Expenditures	Current Balance
Lights for Tree Wrapping		\$385.65	
Lights for Tree Wrapping		\$642.75	
FYTD Account Total	\$3,260.00	\$1,028.40	\$1,713.73



Looking Ahead in 2019!

You're Invited!

Old Town Stakeholder Meeting
Thursday, January 3rd
City Hall 3rd Floor Conference Room
6:30 p.m.

Learn what OTAC has planned for 2019 and how the Old Town Special Assessment Tax is being used to strengthen the downtown. Enjoy networking with Old Town community members and discover opportunities to get involved and more!

Refreshments will be provided

Please R.S.V.P. to OTW@winchesterva.gov or (540)535-3660



2018 National Accreditation Standards of Performance

SELF-EVALUATION

Community: ▼

Score:

1. Broad-based Community Support

Indicators	Value	Score	VMS USE ONLY	Comments
a. Board and Committees represent a broad range of community stakeholders. (Select all that apply) If 5 are selected = 1 point; if 7 or more are selected = 2 points	8	2		
<input checked="" type="checkbox"/> Merchants Association <input checked="" type="checkbox"/> Tourism/Visitors Bureau <input checked="" type="checkbox"/> District property owner <input type="checkbox"/> District resident <input type="checkbox"/> Design Professional/Contractor <input checked="" type="checkbox"/> Real Estate Professional <input checked="" type="checkbox"/> School/Student <input type="checkbox"/> District Religious Institutions <input type="checkbox"/> Developer <input type="checkbox"/> Economic Development Authority <input type="checkbox"/> Preservation Organization/Historical Society <input checked="" type="checkbox"/> District business owner <input checked="" type="checkbox"/> Community resident <input checked="" type="checkbox"/> Major Employer <input type="checkbox"/> Financial Institution <input type="checkbox"/> Other community institutions/organizations <input type="checkbox"/> Regional Planning Commission				
b. Has an active recruitment and volunteer recognition program	No	0		
c. Public support comprises at least 25% of financial resources. This includes individual donations, sponsorships, and anything that is not a grant, municipal support, or earned income.	Yes	1		
d. Municipal support comprises less than 50% of financial resources	No	0		
e. Organization is active in community and stakeholder engagement and holds at least one (1) public meeting annually	Yes	1		
f. Organization has partnered with at least one (1) organization on a project or event in the past year; not the municipality	Yes	1		
g. Maintains an active public relations campaign to promote the local Main Street program (Select all that apply) If 5 are selected = 1 point; if 7 or more are selected = 2 points	12	2		

e. Regular updates on committee/project work are given to the board	Yes	2		
		8		

4. Historic Preservation Ethic

Indicators	Value	Score	VMS USE ONLY	Comments
a. Local Main Street District is listed in the National Register of Historic Places	Yes	1		
b. Program promotes historic preservation/design projects in the district (Select all that apply)	Yes	2		
<input checked="" type="checkbox"/> Facade/sign grant or loan program				
<input type="checkbox"/> Submitted projects for VMS Merit award				
<input type="checkbox"/> "Facade of the Month" recognition program				
<input checked="" type="checkbox"/> Utilize Frazier design services				
<input type="checkbox"/> Facebook/Instagram posting				
c. Locality has a design ordinance or design guidelines in place	Yes	1		
d. Locality has an active Architectural Review Board or the Organization has a design committee that provides design guideline assistance	Yes	1		
e. Local program has participated in historic preservation based educational activity in the past two (2) years (Select all that apply)	Yes	1		
<input type="checkbox"/> Participated in VMS or partner webinars				
<input type="checkbox"/> Promote Preservation Month (May 2018)				
<input type="checkbox"/> Hosted/Coordinated educational activity for building owners around preservation topics				
<input checked="" type="checkbox"/> Partnered with local Historic Society for an event related to historic preservation				
<input type="checkbox"/> Other (describe in comments)				
f. No historically significant buildings in the Main Street district were demolished in the past year. If a historically significant building was lost, the local Main Street program advocated to stop its demolition, or provided education on preservation based alternatives to demolition	Yes	1		
g. A building rehabilitation project was completed in the Main Street district in the past year	Yes	1		
h. Organization actively promotes VMS design assistance	Yes	2		
		10		

5. Active Board & Committees

Indicators	Value	Score	VMS USE ONLY	Comments
a. Board holds a minimum of six (6) board meetings per year with a quorum	Yes	2		
b. Board members actively participate in planning, implementation, and/or attendance of activities and events of the local Main Street program	Yes	1		

c. Board has a board commitment letter or job description signed by each board member	No	0		
d. Board has bylaws that require term limits and rotation of members on the board and in officer positions and follows them	Yes	1		
e. Board has active committees and each committee has completed at least two (2) projects in the past year	Yes	1		
f. Board and Committee Members meet with municipal staff and elected officials annually	No	0		
g. Board and Committee Members build Main Street district relationships through regular business visits	No	0		
		5		

6. Adequate Operating Budget

Indicators	Value	Score	VMS USE ONLY	Comments
a. Organization has an adequate operation budget, per VMS guidelines: i. \$80,000 annually (under 5,000 population) ii. \$120,000 annually (between 5,001 - 50,000 population) iii. \$200,000 annually (greater 50,001 population)	Yes	2		
b. Not more than 50% of the local Main Street program operating budget is derived from a single source	Yes	0		
c. Board has adopted financial policies and procedures and follows them	Yes	1		
d. Board has an active treasurer who makes regular financial reports to the board	Yes	1		
e. Board members understand the programs's current financial status, source of funds and budget	Yes	1		
f. Events, promotions and programs are evaluated reguarly for effective and efficient use of resources	Yes	1		
g. Board has achieved 100% individual board member financial give/or get in the past year	No	0		
h. Board actively participates in fundraising	Yes	0		
		6		

7. Paid Professional Program Manager or Executive Director

Indicators	Value	Score	VMS USE ONLY	Comments
a. Organization has had a paid Program Manager for at least eight (8) of the past 12 months	Yes	2		
b. Program Manager received a formal written evaluation in the past year	No	0		
c. Program Manager has a written job description that correlates with the roles and responsibilities of a Main Street Director, and is reviewed annually by the Board	Yes	2		
d. Program Manager makes regular reports to the Board	Yes	1		
e. Program Manager answers to, and has, only one boss - typically the board president	Yes	1		
f. Program Manager attended, and actively participated in, at least five (5) or more of the following trainings in the past year (Select all that apply):	Yes	0		

- Director's Retreat
- Downtown Intersections
- Spring Regional Rev Up
- Fall Regional Rev Up
- Virginia Main Street Webinars
- DHCD Community Development Roadshow
- Main Street NOW conference (National Main Street)
- Governor's Housing Conference
- Preservation Virginia Conference

g. Staff meets with municipal staff at least four (4) times per year

Yes 1

h. Staff meets property owners and business owners in the district on a regular basis

Yes 1

8

8. Ongoing Training

Indicators	Value	Score	VMS USE ONLY	Comments
a. Staff actively promotes the Virginia Main Street and National Main Street Center trainings	Yes	2		
b. Organization's annual budget includes sending program manager, staff and at least one board member to Virginia Main Street's Downtown Intersections training	Yes	2		
c. Board has an orientation process for new volunteers and board members	Yes	2		
d. Organization has a local educational/training program with a Main Street focus	Yes	1		
e. Board members attended, and actively participated in, at least four (4) of the following (Select all that apply):	Yes	0		
<input type="checkbox"/> Downtown Intersections				
<input type="checkbox"/> Spring Regional Rev Up				
<input type="checkbox"/> Fall Regional Rev Up				
<input type="checkbox"/> Virginia Main Street Webinars				
<input type="checkbox"/> DHCD Community Development Roadshow				
<input type="checkbox"/> Main Street NOW conference (National Main Street)				
<input type="checkbox"/> Governor's Housing Conference				
<input type="checkbox"/> Preservation Virginia Conference				
		7		

9. Report of Key Statistics

Indicators	Value	Score	VMS USE ONLY	Comments
a. Organization submitted quarterly reports on time (within 15 days) of end of the quarter	Yes	2		

b. Organization creates/distributes an annual report promoting work plan accomplishments and reinvestment statistics <input checked="" type="checkbox"/> Press Release <input checked="" type="checkbox"/> Report to City/Town Council <input checked="" type="checkbox"/> Annual Meeting <input type="checkbox"/> Social Media	Yes	2		
c. Program Manager reviews the quarterly reports with the Board	Yes	0		
d. Program staff or board member reports quarterly statistics to downtown stakeholders and local governing body	Yes	0		
e. Program Manager or board members initiate contact with Virginia Main Street staff outside of trainings or grant requests/management	Yes	2		
f. Organization is in compliance with VMS Letter of Agreement with local government	Yes	1		
		7		

10. Main Street Network Membership

Indicators	Value	Score	VMS USE ONLY	Comments
a. Organization is a current member on NMSC	Yes	8		
b. Has a login for "The Point" and actively utilizes the list serve	Yes	1		
c. Utilizes the Main Street America branding on website	Yes	1		
		10		
Total Score				
Indicators	Total	Score		
		76		

I, _____, Executive Director, have reflected on the local Main Street programs's operation in 2018, discussed the items included in this evaluation, agreed upon the responses, and have reviewed the completed 2018 Data and Survey Bonanza checklist with the full Main Street board, and confirm that the information provided here is accurate to the best of our knowledge.

I, _____, Board President, have reflected on the local Main Street programs's operation in 2018, discussed the items included in this evaluation, agreed upon the responses, and have reviewed the completed 2018 Data and Survey Bonanza checklist with the full Main Street board, and confirm that the information provided here is accurate to the best of our knowledge.

DATE COMPLETED _____