



## OTAC Promotions Committee Meeting Minutes

(1/7/19) - War Memorial Building 5:30 p.m.

*Attending: Committee Chair Charlie Fish, Andy Gail and Wendy Willis (by phone Jennifer Bell, Downtown Manager taking notes)*

The buy local campaign materials which were circulated were discussed. It was noted that there was an emphasis on “Go Local”, how to benefit consumers and the community and the tax dollar benefits of shopping locally. That shopping locally means more time with family less time in traffic and emphasizing value over cheapness and it can mean being healthier.

Ideas discussed included:

- For shop local campaign, explain how shopping local helps the local tax base & community
  - You choose to Live here, choose to shop here, it helps the community in many ways.
  - You pay higher taxes & get reduced services with chains
  - Values vs cheapness
  - More time with family & accessibility of experts
  - Before & After Images of shopping Local (loser vs winner, shark)
  - Who are we targeting? Message changes for each group, Tourists, new people to the area, Families
- 1) Bag stuffers
  - 2) Image slogans on everyone’s websites
  - 3) Pizza boxes (develop a one sheet)

Guide your community’s future

The value of storytelling was emphasized such as how one business owner made an effort to help a store manager whose home was destroyed by fire. Showing the value of supporting community.

There was a discussion regarding who is being targeted by the campaign – tourists/families/ new residents etc. and how to get other store owners to shop in each other’s stores.

It was suggested there be a presentation workshop to launch the program and then begin in stages.

- Step 1: Postcard mailer to targeted areas – possibly a holiday mailer
- Step 2: Create a brochure
  - What can families do that is local? Activities and festivals, Eating and drinking
  - Use a slogan: Local Since 1744, Treat yourself to the best etc.
- Step 3: Promotional materials – possibly a t-shirt

Reviewing materials already in existence was suggested. Benefitting from others experience running successful shop local campaigns. Faye offered to look into the American Independent Business Alliance information etc. Someone could reach out to Jenny Baker to do human interests stories.

Getting promotional materials to realtors and new home owners east of Winchester was discussed including Targeted campaigns to specific zip codes. Jennifer offered that if the areas were determined she could work with the post office to price out the delivery costs as is typically done by OTW for the Apple Blossom postcard mailer each year.



Mother's Day promotion for 5/11/19 was discussed

- Ideas: Develop a package, Progressive Dinner, Spa & Nail Package, Flower Shops
- Hash tag contest posting pictures with mother using #OldTownWinchester #mothersday #OTWMothersday
  - Prizes could include champagne, manicure, hotel room, coupons, flower
  - Charlie noted she could bring this idea up to the OTWBA to partner with us on this promotion and manage the collection of prizes.

Other – First Friday rack cards and posters were discussed briefly. A redesign of the rack card was noted possibly emphasizing art more. It was also noted that a meeting with EDA Director Shawn Hershberger could be helpful to discuss possible EDA funds for the Shop Local campaign.

*The meeting adjourned at approximately 6:10 p.m.*