

1. Call to order
2. Approval of September Minutes
3. Officers' Reports
  - Chair Report
    - i. September Expenditures
    - ii. Vice Chair Update
    - iii. Retreat
  - Vice-Chair Report
4. Standing Committee Reports
  - Design
  - Economic Vitality
  - Organization (Tourism Task Force)
  - Promotions
5. Staff Updates
  - Stakeholder Meeting Review
6. Old Business
7. New Business
  - Committee Appointments
8. Public Comments
9. Adjournment – The next OTAC meeting will be the annual retreat **November 5, 2019 at Winchester Brew Works**. The retreat will begin at 10 a.m. We will plan to have our formal Commission Meeting at 2:30 p.m. and end no later than 4 p.m.

**Members:** Holly Redding (Chair), Charlie Fish, Gillian Greenfield, Elizabeth Minor, Kimberly Sowers, and Nate Crandell (ex-officio OTWBA).

**Absent:** Lanita Byrne, Greeley Myers, Drew Van Laeken

**Also Attending:** Shawn Hershberger, Development Services Director; Shirley Dodson, Business and Community Development Manager; Sarah Acuff Chapman, Development Services Assistant.

**Guest:** Dario Savarese, Special Event Contractor.

➤ **Call to Order**

- August meeting did not have enough members to have quorum.

➤ **Approval of Minutes**

- Approval of July meeting minutes – *Unanimously approved 5/0.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
  - Expenditures Report – reviewed June Remaining, July and August expenditures. Question about which iHeart stations are used for advertising.
  - Holly shared that Drew will be resigning from the Commission and that Liz and Kimberly are up for renewal.
  - Holly reviewed the expectations for the Stakeholder Meeting at 6:30 p.m.
  - Holly led a discussion about renewal of the Special Event Contract. Currently a three year contract with option to extend up to three years. Staff recommendation is that we go ahead and move forward with an additional two years of working with Dario and Full Circle Marketing because we have had a lot of transition already, it takes a long time to get the RFP organized. OTAC can make a motion to support the recommendation if it wishes. Will establish an Events Task Force to learn about the events process, sponsorship, and fundraising. Alex explained the goal of the task force. Take two years to explore and research to come up with a concrete recommendation on what the next events program should look like. Suggestion to have points of measurement of success, not just opinion. Attendance and location information. Metrics comparing with other cities. Have we thought about the purpose/goal of events? Value of return. Dario provided some insight into past goals of events. Alex and Holly will work on setting up the task force. *Holly asked, "Do we have a motion for the board to support an additional two years of Full Circle Marketing being our Events Contractor?" Kimberly Sowers so moved. Seconded. No further discussion. Approved unanimously 5/0.*
- Vice Chairperson's Report
  - No report because Drew was absent.

➤ **Standing Committee Reports**

- Design – Liz Minor
  - Had a meeting on August 21. Holly, Alex and Liz attended.
  - Chose theme of "Candyland" for holiday window decorating contest and will use social media for voting. Suggestion to still have a judging aspect. Suggestion to have only one winner, not categories. Will discuss at next Design meeting.
  - Banner design proposed. Will order 40 banners. Received several quotes and have chosen to go with Signet at a cost of \$2276.30. Under the \$2500 budget. Comments that placement will be important and that Welcome needs to be twice the size. Will discuss options for extra money. Order a few more banners or get the small banners at the roundabout fixed/replaced. *Holly asked for a motion to approve the banners if Alex makes the Welcome larger. Kimberly Sowers so moved. Seconded. No further discussion. Approved unanimously 5/0.*
  - Next meeting not yet set.
- Economic Vitality – Shirley

- Held a meeting. Previous discussion about an Old Town Business Guide. Shirley shared that the Economic Development department is starting a business video to be able to be shared on the City's website. Can do a portion of that video specific to Old Town. Hopefully finish this fall.
- Organization/Tourism Task Force – Holly/Kimberly for Greeley
  - Met today.
  - Action item for website lists. Will focus on restaurants this month. Move to shops next month.
  - Still working on Civil War Walking Tour updates.
  - Greeley is attending the Tourism Board meetings.
  - Next meeting set for Thursday, October 3 at 9 a.m. Cameron Conference Room.
- Promotion – Charlie Fish.
  - Will meet Monday at 4 p.m. in City Hall.
- **Staff Updates**
  - Farmers Market – Sarah Acuff Chapman. Season is going well. Four weeks left. All are invited to come. Looking at holding the Holiday Market again in conjunction with Holly Jolly.
  - App – Sarah Acuff Chapman. Spent time with Brad Veach going over how to manage updates on the app. Currently have 501 active users since July 1 and 971 total downloads.
  - 30 day event reports were emailed out.
  - Old Town Newsletter – Alex Flanigan. Revamped and overhauled the newsletter. Will go out tomorrow morning for September. Event and business information as well as digital copy of Stakeholder Meeting handouts.
- **Old Business**
  - None.
- **New Business**
  - None.
- **Public Comments**
  - Dario said thank you for the opportunity to work with the City and he genuinely appreciates it. We take great pride in working with everybody and trying to create a great vibe in Old Town and trying to hit all of those goals that were talked about before. Always welcoming thoughts, suggestions, and comments. If anyone has an issue, most everyone has my cell phone. If something is happening during an event, just track one of us down. We make mistakes and put a tent up in front of someone's business by mistake, we just make adjustments and move, so feel free to give us a buzz anytime.

The next OTAC meeting will be on **Thursday, October 3, 2019 at 5:30 p.m. in Rouss City Hall.**

***Motion to adjourn. Seconded. Unanimously approved 5/0. Adjournment 6:15 p.m.***

Minutes respectfully submitted by:

Sarah Acuff Chapman, Development Services Assistant

July 2019 Expenditures  
FY20

<b>Professional Services/Special Events (31-66)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - October		\$6,866.67	
W-34 Event Expenses		\$4,753.37	
W-35 Event Expenses		\$3,160.11	
<b>FYTD Account Total</b>	<b>\$216,700.00</b>	<b>\$14,780.15</b>	<b>\$149,249.52</b>

<b>Professional Services/Other (31-70)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Web Content Management for August		\$275.00	
<b>FYTD Account Total</b>	<b>\$10,250.00</b>	<b>\$275.00</b>	<b>\$9,675.00</b>

<b>Printing (35-01)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Alex Business Cards		\$32.95	
OTAC Stakeholder Meeting Postcard		\$94.76	
<b>FYTD Account Total</b>	<b>\$11,710.00</b>	<b>\$127.71</b>	<b>\$11,582.29</b>

<b>Local Media (36-01)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
2020 VA Travel Guide Ads		\$389.00	
<b>FYTD Account Total</b>	<b>\$2,740.00</b>	<b>\$389.00</b>	<b>\$2,351.00</b>

<b>Postal Services (52-10)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
City Hall Postage - August		\$131.10	
<b>FYTD Account Total</b>	<b>\$455.00</b>	<b>\$131.10</b>	<b>\$316.07</b>

<b>Travel/Meals, Lodging, Registration Fees (55-40)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
VAFMA Conference Registration		\$150.00	
<b>FYTD Account Total</b>	<b>\$800.00</b>	<b>\$150.00</b>	<b>\$650.00</b>

<b>Office Supplies (60-01)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Supplies		\$1.30	
<b>FYTD Account Total</b>	<b>\$435.00</b>	<b>\$1.30</b>	<b>\$433.70</b>

<b>Food &amp; Food Service (60-02)</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Coffee Supplies		\$36.37	
Artist Reception - Sept		\$24.02	
<b>FYTD Account Total</b>	<b>\$500.00</b>	<b>\$60.39</b>	<b>\$439.61</b>