



OTAC Organization Committee Meeting Minutes - (10/3/19)

*Attendees: Committee Chair Greeley Myers, Kimberly Sowers, Justin Kerns.
(notes taken by Shirley Dodson, Business & Community Development Manager)*

Old Business

- Civil War Walking Tour brochure: Greeley is meeting with Terry H. on the brochures next week. Discussion about ownership of the design files and how many were ordered last time. From the previous meeting, Sarah had noted that Renee in Tourism redesigned the History & Architecture brochure so that the City would own the design file. Justin Kerns recommended that we check out the VA Tourism TMLP Grant to fund the reprinting cost. Greeley would like a timeline of when things go to print so perhaps we can bundle a few pieces of marketing material into this grant application. Shirley offered to research the grant and get the timeline for when things go to print.
- Website Development: The goal from last month was to compile a list of topics such as dietary restrictions, kids menus/changing tables, happy hour offerings. Can feature the list on the web slider for about a month then move to its own page. Question about a festive holiday calendar of what businesses will be offering deals during the holiday season. Would this be more appropriate for the OTWBA to market on their facebook? Shirley will check with Shawn and with the OTWBA on their thoughts.

New Business

- Civil War Markers: Justin mentioned that there may be an opportunity to “reuse” a sign from existing material. The price would cost \$1,200.

Meeting concluded about 9:45 a.m.