



AGENDA
OLD TOWN ADVANCEMENT COMMISSION MEETING
Winchester Brew Works
November 5, 2019

1. Call to order
2. Approval of October Minutes
3. Officers' Reports
 - Chair Report
 - i. October Expenditures
 - Vice-Chair Report
4. Standing Committee Reports
 - Design
 - Economic Vitality
 - Organization
 - Promotions
5. Staff Updates
6. Old Business
7. New Business
 - 2020 Meeting Schedule
 - 2020 Arts Grant
 - 2020 Calendar of Events
8. Public Comments
9. Adjournment – The next OTAC meeting will be held in Rouss City Hall, 4th Floor Exhibit Hall, at 5:30 p.m. on December 5, 2019.

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

Absent: Drew Van Laeken

Also Attending: Shawn Hershberger, Development Services Director; Shirley Dodson, Business and Community Development Manager; Alex Flanigan, Community Arts & Vitality Manager, Sarah Acuff Chapman, Development Services Assistant.

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of September meeting minutes. Sarah noted that the minutes would be updated to reflect that Alex Flanigan was present at the meeting – *Unanimously approved 6/0.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – reviewed September expenditures. No questions.
 - Vice Chair Update – Holly reported that the Vice Chair position is now vacant and an interim is needed until the January elections. *Liz Minor nominated Greeley Myers as Acting Vice Chair. Greeley accepted the nomination. Nomination was seconded. No other nominees. Approved 6/0.*
 - Holly thanked members who attended the Stakeholder Meeting last month.
 - Retreat – November 5 at Winchester Brew Works beginning at 10 a.m. Parking available. Will end promptly at 2 p.m. Kyle Meyer from VMS will be facilitating and hopefully Andrea Dono, Executive Director of Downtown Renaissance in Harrisonburg will be doing a Q&A and best practices. Formal OTAC meeting at 2:30 p.m. Lunch options presented. Up in Smoke BBQ or Pizzoco Pizza.

[Nate Crandell and Gillian Greenfield arrived]

Decide to go with Pizzoco. Pizzas and salads. Drinks available at Winchester Brew Works.

- Vice Chairperson's Report
 - No report

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Had a meeting on September 25. Holly, Liz, and Alex attended.
 - Discussed holiday window decorating contest. Theme is "Candyland" and windows have to be decorated by December 2 to be judged by December 14. Will have a people's choice award as well as award by panel of judges and will have a winner and runner up for each. Guest judge will be Janet Michaels. Suggestions for additional guest judges included Barry Lee and Paul from Make Nest (if not participating in contest).
 - Holiday bells need to be repainted. Holly offered the WBW lot for painting.
 - A holiday tree has been offered and Alex will go take a look with Corey MacKnight on Tuesday. Already secured permission to use Rouss Ave.
 - New street banners have been received.
 - Next meeting will be October 23, 9 a.m. in the Loudoun Conference Room
- Economic Vitality – Shirley
 - Did not meet and no meeting scheduled.
- Organization/Tourism Task Force – Greeley Myers
 - Met this morning. Greeley, Kimberly and Justin attended.
 - Discussed website lists for restaurants and shops. Maybe holiday specials list and work with OTWBA. Holiday specials would be on business owners to tell us their specials. Suggestion to set up a daily email to remind businesses to post specials on web calendar. Could do a web post about shopping

- specials and directing readers to the community calendar. Holly suggested Organization Committee hold a meeting prior to the retreat to get the idea together.
- Looking at traffic at the Welcome Center to evaluate. In the committee meeting, Justin mentioned that they receive complaints at the Visitor Center that the Welcome Center is not open Sundays. Look at traffic on weekends. Lanita shared that the business association has had discussions about being closed on Monday holidays, when there are so many out-of-towners. Shawn noted that more information could be added to the lobby and possibly getting an electronic tablet kiosk.
 - Next meeting not yet set.
 - Promotion – Charlie Fish.
 - Shop Local Campaign. Alex developed great ideas. Windependent. Put your money where your _____ is. Suggestion to place signs on wall across from Taylor Pavilion for people to fill in. Alex will get pricing on promotional items.
 - Next meeting will be October 7 at 5:30 p.m. in the Welcome Center.
 - Looking into OTW gift card idea. App use for business promotions. Discussion about listings and content reviews. Action Item: Sarah will ask Brad Veach about business promotions on this version of the app and maybe having an app workshop. Workshop idea of pairing topics of social media with topic of app use. Meet at businesses. Offer several opportunities. FB live the workshop for those who cannot attend.
- **Staff Updates**
- Stakeholder Meeting Review – Alex. Presented results data and summary from the sticky note stations. About 45 people signed in. Holly thanked Gillian for hosting the stakeholder meeting. Shirley and Alex will have a monthly call with Kyle from VMS. Will review results with him for the retreat.
 - August FNL Event Report was emailed to board members. Hard copy available if needed.
 - Farmers Market – Sarah Acuff Chapman. Last market day held last Saturday. Great season and looking forward to next season. Looking into ways to increase traffic at the market, returning vendors. Full season summary will available if interested. Looking forward to Holly Jolly. Will have a one-day farmers market in conjunction with Holly Jolly.
 - Holly Jolly – Alex. Have had 3 or 4 planning meetings already. Promotional postcards for Holly Jolly received and will be handed out at Oktoberfest. Holly Jolly will have horse drawn wagon rides, caroling, programming at Handley Library, farmers and artisan market. Other suggestions welcome. Holly Jolly will be December 14. Parade and Tree Lighting on December 2.
 - Upcoming Events – Free Shakespeare at the Taylor this Saturday, 11-3. Next Thursday is the Entertainment Industry Mixer at Bright Box. 10/10, 6-9 p.m. Oktoberfest 10/11 – 10/12. Boscawen Town Hall input sessions.
- **Old Business**
- None.
- **New Business**
- Committees – Economic Vitality Chair needed. Members need to declare a committee, as the by-laws state. If not, Holly will assign in December. Deep dive into committees at retreat.
- **Public Comments**
- None.

The next OTAC meeting (retreat) will be on **Tuesday, November 5, 2019 at 10:00 a.m. at Winchester Brew Works. Regular meeting at 2:30 p.m.**

Motion to adjourn. Seconded. Unanimously approved 7/0. Adjournment 6:22 p.m.

Minutes respectfully submitted by:

Sarah Acuff Chapman, Development Services Assistant

October 2019 Expenditures
FY20

Professional Services/Special Events (31-66)	Budgeted	October Expenditures	Current Balance
Monthly Retainer - November		\$6,866.67	
W-36 Event Expenses		\$2,459.79	
W-37 Event Expenses		\$2,598.32	
W-38 Event Expenses		\$4,225.00	
W-39 Event Expenses		\$3,219.19	
W-40 Event Expenses		\$4,839.35	
W-41 Event Expenses		\$7,584.06	
W-01-20 Event Expenses		\$1,366.70	
FYTD Account Total	\$216,700.00	\$33,159.08	\$116,090.44

Professional Services/Other (31-70)	Budgeted	October Expenditures	Current Balance
Web Content Management for September		\$225.00	
Annual Web Hosting Fee		\$440.00	
FYTD Account Total	\$10,250.00	\$665.00	\$9,010.00

Printing (35-01)	Budgeted	October Expenditures	Current Balance
Welcome Banners		\$2,276.30	
2019 Holly Jolly Postcard		\$191.07	
FYTD Account Total	\$11,710.00	\$2,467.37	\$9,114.92

Postal Services (52-10)	Budgeted	October Expenditures	Current Balance
Misc Supplies		\$6.86	
FYTD Account Total	\$455.00	\$6.86	\$309.21

Mileage and Transportation (55-10)	Budgeted	October Expenditures	Current Balance
VMS Training Orange, VA		\$98.94	
FYTD Account Total	\$600.00	\$98.94	\$501.06

Travel/Meals, Lodging, Registration Fees (55-40)	Budgeted	October Expenditures	Current Balance
VMS Training Orange, VA (2 people)		\$30.00	
FYTD Account Total	\$800.00	\$30.00	\$620.00

Food & Food Service (60-02)	Budgeted	October Expenditures	Current Balance
Stakeholder Meeting Refreshments		\$10.24	
Stakeholder Meeting Refreshments		\$6.15	
FYTD Account Total	\$500.00	\$16.39	\$423.22