Minutes
OLD TOWN ADVANCEMENT COMMISSION MEETING
320 N. Cameron Street
November 5, 2019
2:30 P.M.

Members: Holly Redding (Chair), Lanita Byrne, Gillian Greenfield, Elizabeth Minor, Greeley Myers, and Nate Crandell (ex-officio OTWBA).
Absent: Charlie Fish, Kimberly Sowers
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 October meeting minutes. *Unanimously approved 6/0.*
- **Officers' Reports**
  - Chairperson's Report – Holly Redding
    - Expenditures Report – reviewed October expenditures. Question about cost of web hosting being high. Staff will look into expense.
    - Holly noted that she will be adding to her a chair report a request if Nate has anything to share from OTWBA. Nate shared that Spooktacular became the Halloween Faire this year and included more events and activities. Positive feedback has been received, including a letter that was forwarded to Bonnie. Nate did notice that his office had less participants in their costume contest this year (previous years were 200-300), but still had just under 100 entries. Not sure why the decrease, maybe less marketing about costume contest. Other than that, it seemed like a really good event. Nate also shared that OTWBA is discussing Plaid Friday and Shop Local promotion.
  - Vice Chairperson's Report - Greeley Myers
    - No report
- **Standing Committee Reports**
  - Design – Liz Minor
    - Had a meeting on October 23. Liz and Alex attended.
    - A holiday tree has been secured and possible installation date of November 20. Stephen Shendow is organizing the volunteers.
    - Holiday window decorating contest. Receiving emails to participate. Must be decorated by Dec. and judged by Dec. 14. Judges so far are Nate and Janet Michaels.
    - New street banners will go up after the holidays.
    - Holiday bells have been repainted.
    - Next meeting will be November 18 at 9 a.m.
  - Economic Vitality – Shirley
    - Did not meet. Meetings going forward will be on the first Tuesday of the month at noon.
  - Organization – Greeley Myers
    - Met October 30.
    - Discussed promoting businesses on the website for the holidays. Holiday Countdown. Email will go out to downtown businesses.
    - Civil War Walking Tours. Tourism will help re-design and print. Shirley will follow up with Terry Heder and Justin.
  - Promotion – Alex for Charlie Fish
    - Opportunity through VMS to get automatically preapproved to be a Small Business Saturday Neighborhood Champion. Will be receiving extra supplies for promotion. Will be available at the Welcome Center. Discussed possibly using event to hand out stickers with the new Windependent logo.

    - Began brainstorming on how to promote businesses during events, especially summer events. Maybe bring a FNL ticket into a business and receive a discount or incentive. Not too favorable among committee members. Want to come up with alternative ideas as well.

- **Staff Updates**
  - Shirley and Alex attended the Virginia Main Street Regional Rev-Up in Orange, VA. Board members will be invited to attend the next Rev-Up.
  - Alex – Events Task Force held its first meeting yesterday. Went smoothly and will touch base again in about two weeks. Tree updates. Holly Jolly updates. Outdoor display of merchandise by downtown businesses allowed during event without any additional paperwork.
- **Old Business**
  - None.
- **New Business**
  - 2020 Meeting Calendar – *Holly asked for a motion to approve calendar as it stands. Greeley Myers so moved. Seconded. Unanimously approved 5/0.* Alex noted that the first Lunch n' Learn webinar will be November 14 in Rouss City Hall. Topic is non-profit board fundamentals. 12-1 p.m.
  - 2020 Arts Grant Application – Due back January 25. Application for individual arts organizations to apply for grant funds. Updated to include eligibility requirements on the application itself. *Holly asked for a motion to approve this 2020 grant application for arts. Greeley Myers so moved. Seconded. Unanimously approved 5/0.*
  - 2020 Calendar of Events with Full Circle Marketing – Suggestion to have Dario or staff attend meetings or promotions committee. *Holly asked for a motion to approve. Greeley Myers so moved. Seconded. Unanimously approved 5/0.*
- **Public Comments**
  - None.

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

Motion to adjourn. *Seconded. Unanimously approved 5/0.* **Adjournment 2:57 p.m.**

Minutes respectfully submitted by:
Sarah Acuff Chapman, Development Services Assistant