



**OTAC Promotions Committee Meeting
(2/18/19)
War Memorial Building
Agenda**

Shop Local Program

- Select a shop local slogan
 - “Winchester, local since 1744”
 - “Treat Yourself to the Best in Old Town Winchester”
 - “Winchester, Local to the Core”
 - Other?
- Step 1: Postcard mailer to targeted areas
- Step 2: Brochure
 - What can families do that is local?
 - Activities and Festivals
 - Eating and drinking
- Step 3: Promotional Items
 - T-shirt
 - Other

Mother’s Day promotion for 5/11/19

- OTWBA Partnership?
- Hashtag Contest
- Other

Other