



OTAC Promotions Committee Meeting

(2/18/19)

War Memorial Building

Agenda

Attending: Committee Chair Charlie Fish and Andy Gail (by phone Jennifer Bell, Downtown Manager taking notes)

A Mothers' Day promotion was discussed.

Jennifer Bell to email to businesses with details of the Mother Day Promotion, a hash tag contest utilizing #otwmothersday & #oldtownwinchester Customers will be encouraged to go into participating businesses snap a selfie, or take a picture of the businesses and use the hash tags. Whoever gets the most likes wins the package.

Promotions committee to work in conjunction with the OTWBA. Charlie to coordinate with Bonnie Landy. Charlie to ask OTWBA for a boosted FB post promoting the event.

Winner to be announced 5/11 in conjunction with opening Day of the Farmers Market. A band performing is a possibility and it could be from the stage with their PA system. Noon is the target time. Sarah will film the announcement for Face Book. The winning Instagram post to be printed out poster size for the announcement.

Andy to do a press release & submit it to Jennifer.

Purchase of parking passes discussed.

We have yet to come up with a name for the contest.

Charlie to contact the restaurants about the progressive dinner portion of the contest. It will be scheduled at a later date subject to the winner's schedules. A Taste of Winchester to be contacted as well for a prize.

Andy will work up a poster. Everything could go to the March meeting for OTAC approval.

First Friday Promotions were discussed briefly. OTWBA is interested in working on the design and incorporating more elements related to local artists.



A Shop Local Program was discussed.

We need to settle on a few options for a slogan, Local since 1744 with Winking George Washington, Local to the Core (apple theme) or Treat yourself to the best in Old Town.

Andy has a contact for “trinkets”, Lanyards, Koozies, stickers, t-shirts etc

Locations/Businesses selected or contacted to sell Merchandise.

Target date of April to have it ready to present to EDA

Brochures were discussed, Charlie mentioned the city is brochure heavy and suggested inserting a rack card into the shopping and dining guide. The Spirits Trail brochure was mentioned as an attractive style if one was to be used.

Realtors to be utilized in distributing Shop Local Program, Andy to contact Ann Walker of Colony Realty & Nate Crandell of the OTWBA to be used too.

Targeting the eastside of the city, too. Maybe thru FB posts (Zip codes) & Mailers/post cards

Shop local campaign should use “local” media: Charlie to contact The River, & Centennial Jennifer to contact Comcast & Andy WDVM

Andy to do concepts for the shop local program, due after Mother’s Day.

We Lost Faye Guerra due to scheduling conflicts & Charlie is talking with Chris Bennett of Cork Street as a replacement.

It was suggested that the next meeting be held March 4 at 4 p.m. in City Hall. (Since that meeting a conflict was identified so the next Promotions Committee Meeting will be at City Hall in the Loudoun Conference Room on the 3rd floor on March 11th at 4 p.m.

Meeting adjourned 6:15.