

Attendees: Holly Redding (Chair), Drew Van Laeken (Vice Chair), Charlie Fish, Elizabeth Minor, Greeley Myers, Kimberly Sowers, Nate Crandell (ex-officio OTWBA) and Downtown Manager Jennifer Bell.
(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of January meeting minutes – *Unanimously approved.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – review January expenditures – Question about SESAC music licensing service. Jennifer explained the service grants us the right to use certain music at events.

[Drew Van Laeken arrived 5:35 p.m.]

- Vice Chairperson's Report – Drew Van Laeken
 - No report. Attended a couple meetings this month.

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Held a meeting on January 24. Drew and Jennifer attended.
 - Decided to focus on Old Town mall lighting and look into different holiday décor for archways. Discussed how many businesses did not have outlets for lights. Encourage individual businesses to decorate with lights, not necessarily outline outside because there are no outside outlets.
 - Tree lights are beautiful now and grapevines balls are up on the mall.
 - John Rosenberger had approached Jennifer regarding putting up pink and green lights on Cameron Street for Apple Blossom. All agreed it is not feasible. If allow one, would have to allow for any event that asked.
 - New street banners needed. Old ones in bad shape. Jennifer researched cost. Estimate \$2500. Would need to ask City Council for funds and then schedule a meeting to discuss design. *Liz Minor moved that we ask that we have \$2500 put in the budget for banners. Seconded. No further discussion. Approved unanimously 6/0.*
 - Next meeting March 20 at 8:30 a.m. Will confirm conference room availability in City Hall.
- Economic Vitality – Drew Van Laeken
 - Did not meet. Would like to schedule a meeting for March 20 at 9:30 a.m. Will confirm conference room availability in City Hall.
- Organization – Greeley Myers
 - January 22 stakeholder meetings successful. 8:30 a.m. retail meeting. Afternoon restaurant meeting. Good questions and generated some buy-in from businesses
 - Next committee meeting February 26 at 9:00 a.m. Will discuss how to follow-up regarding Harley event. Sending reminders of deadline for getting information to us to send to organizers for packets. Working on shuttles, bus, scavenger hunt in Old Town on Saturday. Would like to reiterate to restaurants the idea of a limited menu. Drew noted that he would have liked to see more retail businesses at the stakeholder meeting. Meeting highlights were shared on the OTW Merchants page for people who did not attend.
- Promotion – Charlie Fish
 - Met last month. Next meeting hopefully February 18 at 5:30 p.m. in the Parks & Rec lobby. Looking at alternative times for future meetings, possibly lunch time.
 - Charlie asked Jennifer to talk about the meeting. Discussed Shop Local campaign and Mother's Day event. Lots of ideas including # contest, mailers, social media. #otwmothersday #oldtownwinchester. Possibly work with OTWBA.
 - Charlie shared an overview of the Winchester on the Rocks event held in January.

➤ **Downtown Manager's Updates**

- Downtown Manager Report – Jennifer Bell. Copy distributed.
- Preparing for Chocolate Escape. Flyers distributed.
- 2019 Event Press Conference was held yesterday. 275th Winchester Committee brought flyers (distributed). Events are planned throughout the year to celebrate. OTW logo stickers distributed.
- Celtic Fest poster draft shown.
- Winchester Little Theater will have 2 children's performances downtown of Robin Hood. Farmers market and before the kids' movies.
- First Night Winchester's Messages of Hope currently on display at the OTW Welcome Center.
- Received a \$1000 scholarship to offset costs to attend the National Main Street conference.
- Reached 20,000 followers on Facebook.
- Finished the Parks & Rec Guide ad information.
- OTW Shopping & Dining Guide finalized.
- February Newsletter distributed.
- Old Town Farmers Market Pot Luck will be February 28. OTAC members are invited. Pot luck is a recruitment event. Not currently much interest in a Thursday market as not profitable for vendors.
- 2019 Event Rack Cards distributed. Lists City events and events with Special Event Applications with known dates at time of printing. Cards being distributed to businesses and tourism.
- Holly noted that help is needed with delivering Chocolate Escape balloons on Saturday. Meet at noon at the Welcome Center.

➤ **Old Business**

- Civil War Trails sign in front of Taylor Hotel. Greeley spoke with Drew Gruber at Civil War Trails for more information. Issue that sign is not ADA compliant, not at wheelchair height. Mr. Gruber not sure how sign came about/arrangements with the City. There is no sustaining sponsor for the sign right now. \$200 annual sponsorship would cover preventative maintenance, updates, and repairs. Discussion was had and OTAC decided to table the request again.

➤ **New Business**

- Creative Communities Partnership Grant. Holly asked Kimberly to recuse herself from voting because she is member of Winchester Main Street Foundation, which is an applicant for the grant. Applications distributed for review. The Virginia Commission for the Arts CCPG, if awarded, is \$4500, with matching funds from the City to total \$9500.
 - Four applications received. Winchester Main Street Foundation does not meet the arts organization requirement based on the information provided in its application. VCA criteria specifies that must be granted to an arts organization, not just an art activity. It is a grant requirement outside our power to change. WMSF requested funds for Celebracion and First Fridays.
 - Three applications qualify. First Night Winchester, Shenandoah Arts Council, and Skyline Indie Film Festival. How should the funds be divided? Holly suggested dividing the funds evenly between the three applicants.
 - Question about communication with WMSF regarding eligibility. We would need to notify them if that is the determination of the board. Requirements were listed online and organization will be notified after the OTAC meeting.
 - Question about how other organizations meet the arts requirement. Listed in descriptions on applications.
 - Jennifer reviewed the grant process.
 - Question about First Fridays poster funding, collaboration.
 - *Holly asked for a motion to recommend splitting the funds, if received, three ways among the three qualifying organizations, which are First Night Winchester, Shenandoah Arts Council, and Skyline Indie Film Festival. Drew Van Laeken so moved. Seconded. No Discussion. Approved unanimously, 5/0, with one abstention.*
- OTAC agreed to continue to meet in the conference room next month.

➤ **Public Comments**

- OTWBA Egg Hunt posters should be done by the end of the week.

The next OTAC meeting will be on **Thursday, March 7, 2019 at 5:30 p.m. in Loudoun Conference Room, Roush City Hall.**

Motion to adjourn. Seconded. Unanimously approved 6/0. Adjournment 6:39 p.m.