



OTAC Promotions Committee Meeting

City Hall 3rd Floor (3/11/19) – DRAFT Minutes

4:00 p.m.

Attending: Committee Chair Charlie Fish, OTAC Vice-Chair Drew van Laeken, OTAC Chair Holly Redding Wendy Willis, and notes taken by Downtown Manager Jennifer Bell

Mother's Day

A Mother's Day promotion was discussed. OTAC concerns were noted from the budget to whether the OTWBA was interested in a partnership. Charlie explained the concept was similar to the previous hashtag contest which helps build a strong on-line following. It was discussed whether a poster was necessary if it is an on-line contest. It was determined at very least the poster design could be used electronically. Charlie indicated that she had requested that the OTWBA boost a post to promote the contest. She had presented the idea at one of their meetings and felt it was favorably received. She had a follow up meeting with Bonnie Landy Chair of the OTWBA and they discussed breaking up the downtown in sections to share the work of business outreach.

Prizes for the contest would be based on what the OTWBA collected. Possible prizes could include gift certificates, parking passes, Bright Box tickets, Hop Blossom tickets and history tours. Charlie indicated she would help collect prizes especially the progressive dinner. It was emphasized that OTAC members and committee members could not collect prizes on behalf of the City but that OTWBA members could collect items as a partner in the contest. It was noted that the OTWBA Thursday meeting would confirm the role the OTWBA wants to play in the project.

The specifics of the program were discussed and finalized. There were questions surrounding the last contest which were discussed and making sure OTWBA got to weigh in on the specifics. People are invited to take pictures of anything in Old Town. They do not have to be in the pictures. The pictures need to be shared on Instagram with the hashtags #OldTownWinchester and #OTWMothersDay starting in April. April 1 was discussed as a start date. The winner would be selected May 10 and announced at the Farmers Market May 11 at noon. The photo with the most likes would win. Business accounts cannot be winners but any individual account whether they work for an OTW business or not could be selected as a winner if their photo gets the most likes.

The contest would be promoted virally through OTW regular Facebook posts and through OTAC members and OTW businesses sharing the details via social media. It was determined that if there were no budget costs associated with the project it could go forward. Andy would make a poster. Jennifer would create an eblast for Charlie to review that could be sent out to all OTW businesses once the OTWBA commitment was confirmed Thursday night.



Shop Local Program

The Shop local program concept was discussed. Charlie indicated that Faye developed a list of HOAs and realtors which might be contacted. Jennifer noted the information she had received from Comcast regarding advertising costs. It was determined that the focus for the initial advertising should be the Eastern part of Frederick County and not Loudoun County yet. The value of having an updated video was discussed. Wendy offered to look into videographers. Jennifer suggested a formal proposal with advertising costs be developed in order to request funds.

First Friday

The status of the First Friday program was discussed. Jennifer gave a history of the program since she came to Winchester. The question of Main Street Foundation applying for an arts grant for First Friday promotion was brought up as was the positive steps the OTWBA generally and Chrissy and JP specifically were making in scheduling artists in businesses each First Friday. The status of a new poster and rack card was questioned. Holly agreed to call a meeting with representatives from OTWBA and the Main Street Foundation very soon to clarify who was responsible for what going forward.

Other

Charlie indicated she is trying to find a new committee member to replace Faye who had to step off the committee. Someone from Water Street Design was suggested. Jennifer noted the quality work they do with Virginia Foodie and that it would be helpful to connect with them regarding promotion of the Farmers Market.

Next Meeting: *Monday, April 8 at 4:00 p.m. in City Hall*