



AGENDA
OLD TOWN ADVANCEMENT COMMISSION MEETING
Rouss City Hall
March 7, 2019

1. Call to order
2. Approval of February Minutes
3. Officers' Reports
 - Chair Report
 - i. February Expenditures
 - Vice-Chair Report
4. Standing Committee Reports
 - Design
 - Economic Vitality
 - Organization
 - Promotions
5. Downtown Manager Updates
 - 2019 Events
 - Other
6. Old Business
7. New Business
8. Public Comments
9. Adjournment– The next OTAC meeting will be held in City Hall at 5:30 p.m. at **April 4, 2019.**

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.

DRAFT

February 2019 Expenditures

FY19

Professional Services/Special Events (31-66)	Budgeted	February Expenditures	Current Balance
Monthly Retainer - March		\$6,866.67	
W-04 Event Expenses		\$1,745.00	
W-05 Event Expenses		\$1,430.21	
W-06 Event Expenses		\$547.59	
W-07 Event Expenses		\$1,762.32	
FYTD Account Total	\$218,000.00	\$12,351.79	\$54,794.04

Professional Services/Other (31-70)	Budgeted	February Expenditures	Current Balance
Web Content Management for January		\$300.00	
FYTD Account Total	\$12,350.00	\$300.00	\$6,660.00

Printing (35-01)	Budgeted	February Expenditures	Current Balance
2019 Shopping & Dining Guides (Qty 25,000)		\$6,267.00	
FYTD Account Total	\$7,220.00	\$6,267.00	\$522.97

Local Media (36-01)	Budgeted	February Expenditures	Current Balance
Chocolate Escape Ad		\$75.00	
Winc/Fred Co. Visitors Guide 2019 OTW Ad		\$1,000.00	
FYTD Account Total	\$5,725.00	\$1,075.00	\$2,989.14

Building Rental (54-20)	Budgeted	February Expenditures	Current Balance
Duratron Space for OTW at Visitor's Center		\$400.00	
FYTD Account Total	\$400.00	\$400.00	\$0.00

Office Supplies (60-01)	Budgeted	February Expenditures	Current Balance
Supplies		\$79.22	
FYTD Account Total	\$380.00	\$79.22	\$244.29

Food & Food Service (60-02)	Budgeted	February Expenditures	Current Balance
OTAC Stakeholder Meeting Supplies - January		\$24.73	
FYTD Account Total	\$200.00	\$24.73	-\$13.00

Books/Subscriptions (60-12)	Budgeted	February Expenditures	Current Balance
Events Calendar Pro/Community Calendar Plugin Renewal		\$178.00	
FYTD Account Total	\$300.00	\$178.00	\$122.00



2019 Winchester-Frederick County Visitor Center Duratran Advertising Program Details and Update

Thank you for supporting the Winchester-Frederick County Convention and Visitors Bureau through your participation in the Duratran Advertising Program!

Your 16" x 20" vivid back-lit panel is in front of 12,000-14,000 visitors per year. At a cost of just \$500 per year (\$400 per year for non-profit entities), this comes out to your ad being served to visitors at an approximate cost of just **4 cents per impression**.

All advertising dollars we collect through our Duratran and Visitor Guide ads are 100% reinvested back into our destination marketing efforts. None of our ad sales ever go back into the City or County General Fund. That means your investment is critical in helping us market the Winchester-Frederick County area.

Exciting Changes

In order to increase your investment value, we're making two major changes to the Duratran area:

- 1) We partnered with Shenandoah University to completely rewire the lighting and install **100% LED lights** behind each panel. This has two positive outcomes – a much brighter, more vivid display, and no more battling dark displays when lights burn out.
- 2) We sacrificed 1/3 of our ad panels to create **beautiful full-width interpretive panels about our fascinating historical figures**. Our first was Willa Cather, and additional planned personas include baseball and WWI hero Spottswood Poles, Patsy Cline, jazz musician John Kirby, young George Washington, and more. While we lose the revenue from those spaces, we greatly increase visitor interaction with the Duratran area and thus significantly increase the value of our remaining panels.

Thank you again and we look forward to partnering with you well into our successful future!

Kind regards,

A handwritten signature in blue ink, appearing to be "Justin Kerns", written over a horizontal line.

Justin Kerns, Executive Director
Winchester-Frederick County Convention & Visitors Bureau
1400 S Pleasant Valley Rd, Winchester, VA 22601
(540) 542-1326 | director@visitwinchesterva.com



Christine Germeyer
Executive Director

January 28, 2019

Shannon Atkinson-Ganoe
Chairman
Jennifer Bell
City of Winchester
33 East Boscawen Street
Winchester, VA 22601

David André
Vice Chairman

Laura Frappollo
Secretary

Gary Ganoe
Treasurer

Jeremy Becker-Welts
Al Frappollo
Ann Taylor
Jim Taylor

Emeritus
B.J. Fawcett
Kathy Nerangis

Happy New Year!

The First Night Winchester tradition is still strong 32 years after being an idea among our civic leaders in 1986. Our achievement is the result of community collaboration at its best. Our mission could not be accomplished without you. We are humbled by the support that has allowed us to prosper.

- More than 200 volunteers gave their time to prepare and warmly welcome thousands from the area;
- Our patrons were entertained by a diversified array of 100 performers in 17 different locations;
- For the very first time, the program cover and button art featured the work of an artisan family;
- The evening culminated in fantastic style with 92.5 WINC FM's dance party under the Apple; and
- Our community came together at midnight to welcome in the New Year with a great fireworks show.

As a new addition to our New Year's agenda, our board was inspired to develop a Hope Campaign after reading the book *Signs of Hope, Messages from Subway Therapy*. We embarked on a community arts project that included a distribution of blank canvases to merchants and local attractions around the area, where people were encouraged to leave a message of hope. On New Year's Eve we unveiled a 25' Tree of Hope which was comprised of 70 completed canvases with over 2,000 hope filled messages.

In the coming months we'll be distributing the completed canvases throughout the area. The participants who joined us in our inaugural campaign understood that, after being displayed, each canvas would be gifted to an organization in our community serving others. The first canvas was gifted to the Winchester Police Department in honor and memory of Officer Hunter Edwards. The response to the Hope Campaign has been overwhelming.

Thank You! Your contribution made it possible for us to enhance our programming with the addition of the Hope Campaign while continuing the tradition of producing a high quality, family-friendly event that broadens the appreciation of all the arts in the Northern Shenandoah Valley region. We hope you will continue to see the value we bring by keeping our organization a priority when your budget discussions begin. As always, we wish you a happy, successful and prosperous 2019!

With Gratitude,

Christine Germeyer
Executive Director

Thank you for your generous gift on 7/15/2018 in the amount of: **\$3000.00**

Tax ID: 54-1510479

As a 501(c)(3) non-profit charity, tax laws require us to notify you that this letter is the official acknowledgement of your gift. You received no goods or services in consideration of this contribution; therefore, the full amount of your gift is tax deductible. Thank you!

Chocolate Escape Survey 2019 Businesses

A survey for business owners about Old Town Winchester's Chocolate Escape event on February 9, 2019.

1. Did your business participate in Chocolate Escape?
10 Yes
No

2. On a scale from 1 to 5, did you see an increase or decrease in foot traffic to your business?
1 1 – (Significant Decrease)
1 2
3 3 – (No Increase)
4 4
1 5 – (Large Increase)

3. How could this event be better? Check all that apply.
Increase price of samples
5 Increase length of event
Decrease length of event
1 Encourage to-go samples
3 Other:

4. Did you see a change in sales compared to the same weekend last year? If so, please indicate approximate percentage.
1 More than 15% decrease
2 1-10% decrease
3 No change
2 1-10% increase
2 More than 15% increase

5. On a scale of 1 to 5, what is your overall rating of this event?
1 – Poor
2
3 3
5 4
2 5 – Excellent

6. My business is located:
1 On the south end of the mall
6 On the north end of the mall
2 Secondary district (includes Boscawen Street)
1 Outside district

7. Did you do any publicizing of this event? Check all that apply.
1 No
9 Yes - Social Media
1 Yes - Print

- 5 Yes - Word of mouth
- Yes - Radio
- 1 Other

8. Customers indicated that they heard about the event

- 2 Through Facebook
- 1 Through the newspaper
- 2 Through another source
- 2 Not at all. They were surprised it was taking place.
- 2 Other:

9. Please add any Comments or Suggestions on what to keep or what to add next year.

- I think some sort of scavenger hunt, where an item is hidden in each non-restaurant, would be a good option to get the entire family involved. I heard from a number of parents that they had to stop going in places because the kids had had enough chocolate.
- We had fewer than 15 people stop in. We're on Cameron St, and I'm sure that and the weather didn't help. I heard other businesses on Loudoun were more successful!
- The flyer that was handed out to participants did not include our 15% discount if chocolate escape was mentioned.
- 80% of my customers had no idea it was going on and I handed out every flyer that day to direct them. I may have had a few extra people come in because they were participating but most were in my business already and then decided to do the Escape.
- Although my overall sales were good that day, and better than the same day last year, I seemed to have less foot traffic and less people trying and buying the chocolate than previous years.
- Timing was fine for us. We did not sell samples. We had quite a few people come in who had never been in before. Publicized in Email Newsletter. Not sure how customers heard about event.

Chocolate Escape Survey 2019 - Restaurants

A survey for business owners about Old Town Winchester's Chocolate Escape event on February 9, 2019.

1. Did your business participate in Chocolate Escape?
 - 4 Yes
 - No

2. On a scale from 1 to 5, did you see an increase or decrease in foot traffic to your business?
 - 1 – (Significant Decrease)
 - 2
 - 3 – (No Increase)
 - 2 4
 - 2 5 – (Large Increase)

3. Restaurants, approximately how many chocolate samples did you prepare?
 - 4 200 or less
 - 200-300
 - 300-400
 - 400-500
 - More than 500

4. Restaurants, how was your sample supply?
 - 1 Sold out before 4pm
 - 2 Sold out before 5pm
 - 1 Had enough to finish the event without many extras
 - Had a significant amount of unsold samples

5. Restaurants, how could this event be better? Check all that apply.
 - Increase price of samples
 - 1 Increase length of event
 - Decrease length of event
 - Encourage to-go samples
 - Other:
 - **I think it was great, first time doing it, so next year I'll be super prepared.**
 - **Start event a little earlier and a map with more of a trail guide. The map was a little unclear with highlighting business participation.**

6. Did you see a change in sales compared to the same weekend last year? If so, please indicate approximate percentage.
 - More than 15% decrease
 - 1-10% decrease
 - 1 No change
 - 1 1-10% increase
 - 2 More than 15% increase

7. On a scale of 1 to 5, what is your overall rating of this event?

- 1 – Poor
- 2
- 3
- 2 4
- 2 5 – Excellent

8. My business is located:

- 1 On the south end of the mall
- 2 On the north end of the mall
- 1 Secondary district (includes Boscawen Street)
- Outside district

9. Did you do any publicizing of this event? Check all that apply.

- No
- 2 Yes - Social Media
- 2 Yes - Print
- Yes - Word of mouth
- Yes - Radio
- Other

10. Customers indicated that they heard about the event

- 1 Through Facebook
- Through the newspaper
- 1 Through another source
- Not at all. They were surprised it was taking place.
- Other:

- **Through multiple sources.**
- **Not sure how they knew, but many came specifically for the event.**

11. Please add any Comments or Suggestions on what to keep or what to add next year.

- **I was very happy with the event. I did get feedback from some customers that a few venues who were listed were either closed, ran out right after event started or staff was unaware. My venue was unprepared for the amount of folks, we ran short at around 345 pm. next year we will definitely participate & be ready!!! Keep up the good work!!**
- **There was a large crowd in Old Town for Chocolate Escape. My hope is that one day we will have crowds during the weekdays as well, not just for an event. This was an event that involved all the businesses....2 birds, drawing people to Old Town, drawing them into the businesses. We need more of that.**
- **We added a drink special and sold more of those than the desserts.**

Emailed Comments:

- **Chocolate Escape was a successful event! It was an Old Town Event that involved most of the businesses. I wish we could entice a percentage of those numbers in the day to day openness of Old Town. We need those good days to counteract the quietness. I reduced the number of samples I ordered this year because of the numbers sold last year. I am happy to say we ran out of our original**

sample of chocolate covered oreos but supplemented with truffles! To more people in Old Town, taking advantage of all that Old Town offers.

- Unfortunately we were one of the restaurants that ran out of some of our dessert selections. I just didn't know how much I should prepare for. I expected about 30 to 40 ppl. (I asked David a V2 for an average number since they participated in the past years). Next year I will be prepared for more. Sorry.