

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.

Development Services Director Shawn Hershberger.

Public: Bonnie Landy, OTWBA president. Christine Patrick.

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

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

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – reviewed March expenditures.
 - Bollard installation on the Loudoun Street Mall. Discussion regarding large control panel boxes and business concerns over the size and placement of the boxes. *Holly asked for a recommendation to design and get a wrap for the control panel on both the north and south end of the walking mall. Maps on the short depth sides and maybe artwork on the two wider sides. Charlie Fish so moved. Seconded. Discussion.* Concern about taking funds away from banners. Why wasn't the size of the boxes known earlier? Not sure dimensions ever discussed. Wraps would be an opportunity to have a map on each end of the mall, possibly a directory. *Unanimously approved 6/0.*

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Committee met and discussed banners. Best colors and locations. Asking for input on best locations.
 - Planned meeting for April 10. Liz unable to attend. Discussed rescheduling for May 15.
- Promotion – Charlie Fish.
 - Chair Holly Redding moved the Mother's Day program discussion up on the agenda. Bonnie Landy, OTWBA president recognized to comment on OTWBA partnering with OTAC on this promotion. Discussion about photo contest on social media or Mothers Day promotion with #otwmothersday. Concept, promotion, prizes, funding. *Charlie Fish moved to spend \$20 on boosting the Old Town Winchester page for this Mother's Day campaign. Seconded.* Discussion regarding amount of funding, timing and specifics of program, postpone until next year, food photo contest for progressive dinner prize, desire for shopping focused promotion. *All unanimously opposed, 0/6. Motion did not carry.*
 - Shop Local Campaign. Charlie distributed several handouts with rate quotes and concepts and briefly reviewed them.
 - Next meeting April 15 at 4:00 p.m. in City Hall.
 - Holly noted that she spoke to Shawn and the EDA is supportive of a Shop Local effort, but would have to be city-wide and expand beyond OTAC members. Form a committee of representatives from different areas, like Creekside. Holly stated that she would be willing to be the OTAC representative on the larger committee.
- Economic Vitality – Drew Van Laeken
 - Meeting was a brainstorming session. Discussed potential projects. Decided on developing a welcome new business directory. Partially in print and on our OTW website. Encourage or help new people with useful information.
 - Next meeting Wednesday, April 10 at 9:00 a.m. (need public notice of time change)
- Organization – Greeley Myers
 - Met this morning. Justin Kerns attended to talk about Taylor Hotel sign. Tourism sponsoring three signs. Civil War Trails brochure for Virginia passed around. <https://www.civilwartrails.org/>. Justin feels that it is a valuable investment. Committee thinks it is valid as well. *Kimberly moved that we*

spend \$200 a year to do whatever is in the parameters of sponsoring the sign. Seconded. Brief discussion. Unanimously approved 6/0.

- Harley event. Reminder email sent. Still concerned that restaurants and other shops are not heeding our warning. Suggest going to restaurant owners to ask to help spread the word. Important to make a good first impression. Ask members to talk it up with restaurants. Charlie asked for an email with just the details to share. OTW scavenger hunt as part of the Harley event as well. Could potentially incorporate into website.
- **Downtown Manager's Updates**
 - Downtown Manager Report – Jennifer Bell. Copy distributed.
 - Old Town Farmers Market. 14 applications received. Working on scheduling part time vendors. Some returning vendors. Poster design passed around. Advertise on posters, signs, bus ad, Apple Blossom postcard.
 - St. Paddy's Celtic Fest was successful. 30 day report emailed to board. Pleased with business participation, but could improve. About 1000 attended.
 - National Main Street conference. Great ideas. Handout distributed. Are you remarkably memorable? Thinking in terms of farmers market. Downtown lighting suggestions.
 - April Newsletter distributed. New businesses. Richard's Jewelry retiring.
 - Main Street stats also emailed out.
 - Map concept presented. Do have Greatness Funds in professional services. Old quote for about \$2000 for this concept. Kimberly suggested looking at Williamsburg map. Similar, but different perspective. Kimberly will try to get a copy from Christopher Newport School.
 - 10th year of ArtScape. Opening reception Tuesday, April 16, 6-8pm at the MSV where original art is on display.
 - Welcome Center First Friday Artist Reception. Youth art. Expect lots of families. Invited to attend.
 - Looking for volunteers for the market. Ideas for promotional items. Thoughts? Feedback?
- **Old Business**
 - None.
- **New Business**
 - None.
- **Public Comments**
 - Nate shared that all but 2 OTWBA posters have been distributed. Only one shop declined a poster.

The next OTAC meeting will be on **Thursday, May 9, 2019 at 5:30 p.m. in Loudoun Conference Room, Rouss City Hall.**

Motion to adjourn. Seconded. Unanimously approved 6/0. Adjournment 7:06 p.m.