



AGENDA
OLD TOWN ADVANCEMENT COMMISSION MEETING
Rouss City Hall
May 9, 2019

1. Call to order
2. Approval of April Minutes
3. Officers' Reports
 - Chair Report
 - Vice-Chair Report
 - i. April Expenditures
4. Standing Committee Reports
 - Design
 - Economic Vitality
 - Organization (Tourism Task Force)
 - Promotions
5. Downtown Manager Updates
 - Farmers Market
 - 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 **June 6, 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.
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.

April 2019 Expenditures

FY19

Professional Services/Special Events (31-66)	Budgeted	April Expenditures	Current Balance
Monthly Retainer - May		\$6,866.67	
Swank Movies on the Mall		\$3,031.00	
W-10 Event Expenses		\$789.25	
W-11 Event Expenses		\$4,163.27	
W-12 Event Expenses		\$791.72	
FYTD Account Total	\$218,000.00	\$15,641.91	\$31,131.54

Professional Services/Other (31-70)	Budgeted	April Expenditures	Current Balance
Web Content Management for March		\$325.00	
FYTD Account Total	\$12,350.00	\$325.00	\$6,035.00

Printing (35-01)	Budgeted	April Expenditures	Current Balance
OTWBA Egg Hunt Posters (Qty 75)		\$108.00	
Farmers Market Wind Signs (Qty 8)		\$218.80	
Farmers Market WinTran Bus Ad		\$203.25	
FYTD Account Total	\$7,220.00	\$530.05	-\$7.08

Postal Services (52-10)	Budgeted	April Expenditures	Current Balance
City Hall Postage - March		\$22.95	
Misc. Fees		\$0.48	
FYTD Account Total	\$455.00	\$23.43	\$411.35

Mileage and Transportation (55-10)	Budgeted	April Expenditures	Current Balance
NMS Conference Mileage		\$59.62	
NMS Conference Parking/Tolls		\$46.15	
NMS Conference Shuttle		\$12.00	
FYTD Account Total	\$900.00	\$117.77	-\$120.31

Travel/Meals, Lodging, Registration Fees (55-40)	Budgeted	April Expenditures	Current Balance
NMS Conference Meals		\$142.00	
NMS Conference Hotel		\$661.44	
Admin Professionals Day Registration		\$119.00	
FYTD Account Total	\$1,900.00	\$922.44	\$187.28

Office Supplies (60-01)	Budgeted	April Expenditures	Current Balance
Supplies		\$39.50	
FYTD Account Total	\$380.00	\$39.50	\$195.74

Books/Subscriptions (60-12)	Budgeted	April Expenditures	Current Balance
The Winchester Star Annual Subscription		\$125.00	
FYTD Account Total	\$300.00	\$125.00	-\$145.80

Other Operating Supplies (60-14)	Budgeted	April Expenditures	Current Balance
Celtic Fest Balloons		\$36.86	
FYTD Account Total	\$3,260.00	\$36.86	\$1,374.22

HOG Rally Meeting Highlights

Event dates: Wednesday, June 19 – Saturday, June 22

Participants: Over 800 participants already registered, 1,000 -2,000 more expected to register

Registration Hotel: The Clarion Hotel (formerly the Lee Jackson)

Event Headquarters: Grove's Harley Davidson

Most participants will go on rides Wed. - Friday until about 4 p.m. Expect the largest crowds Friday evening after 5 p.m. and Saturday from noon until 3 p.m.

Harley Wedding to take place on the Old Courthouse steps Friday, June 21 at 6 p.m.

- All rally participants will receive an invitation to attend

Friday Night Live - Rally participants are also invited to attend Friday Night Live and the event footprint will be enlarged to include the Old Courthouse lawn area.

Parade

- Saturday, June 22 there will be a motorcycle parade
- Starting at Grove's Harley around 11:45 ending in Old Town Winchester
- Motorcycle parking will be in the two blocks of Cameron Street (from Piccadilly to Cork). This area will be closed to thru traffic.
- Parade attendees are expected to patronize downtown restaurants and shops from noon until approximately 3 p.m.

An historical scavenger hunt will be offered to participants around Old Town Winchester.

HOG Rally organizers do not make a profit on this event. They are working to donate proceeds to NW Works.

Suggestions for Businesses

Shops are encouraged to have shipping options for attendees. Ideally shops should have basic shipping costs predetermined so attendees wishing to make a purchase could have items shipped for them and know what it would cost up front.

Additional staffing is suggested for restaurants during noon – 3 on Saturday, June 22. Restaurants may want to consider a limited menu or buffet option.

Jack Daniel's is one of their sponsors and would be interested in having promotional items at restaurants which serve Jack Daniel's.

Businesses are welcome to include promotional material in the rally registration bags. All items to be included need to be dropped off at the OTW Welcome Center by 4 p.m. Friday, June 14. A reminder email will be sent out closer to the date with the number of items needed for the bags. OTW will also be creating a promotions sheet and collecting promotions for people who just want to be included on a list placed in the registration bag for attendees.