



*Attendees: Committee Chair Drew van Laeken and Jennifer Bell (notes taken by Jennifer Bell)*

Focus – Business owners who have signed a lease or purchased a property and are ready to open a new business

Include in a folder with pockets:

Brief history of the walking mall and OTAC. Map of Assessment Districts and explanation of benefits to being in assessment district (website directory, website calendar, OTW App, Traipse App, Welcome Center, shopping/dining guide etc.) Explanation of City services trash can clean up, extra trash day pick up and cleaning of mall each morning. (Note: We clean the mall up daily but please keep your area neat and sweep as needed in front of your business.) Banner programs (ArtScape)

Trash Day Information & schedule/ Holiday schedule/ what can be recycled/who to call with questions etc.

Contact numbers for – non-emergency police, Trash, City Hall, OTW Welcome Center

Permit applications with explanation – Special Use Permit, Special Event Permit, Vehicle delivery permit

What are the various groups in Winchester and what do they do: OTAC, Main Street Foundation, OTWBA, Chamber of Commerce, city boards etc.

Splash Pad Hours/Public Restroom information (Do not put signs on your doors regarding public restrooms.)

Delivery hours information, bollards information, map of loading zone locations

Snow removal information

Parking information – location of garages, cost of garage parking and monthly passes, street meter costs and customer validation program, park mobile information, parking contact information.

Event information – rack card or overview of basic yearly events and what to expect (go to website calendar for updates)

VMS Sheet on Things to Do During Events

Encourage businesses to stay open late

How does the City share new information – City Facebook, text and calls to phone directory, etc. road closures, snow plans

Links to other resources on-line and explanation of why those resources might be helpful.

Social media for downtown – OTW Merchants Page, OTW pages...

## Downtown Manager's April Report

### Farmers Market

- Worked on notification letters and final vendor schedules for the 2019 OTW Farmers Market
- Conducted Farmers Market promotion including printing posters, putting out promotional wind signs, using social media and communicating with market vendors. Reviewed late applications and answered vendor questions.
- Worked on promotional activities for the OTW Farmers Market including social media posts and poster distribution, WinTran and kiosk signs.
- Preparing for opening day Saturday, May 11 including finalized musician and tote bag give away.

### Events

- Preparing for Kidzfest – including working with Full Circle Marketing on promotional Kidzfest video.
- Assisting event organizers with Apple Blossom wine fest questions.
- Assisted with Apple Blossom midway layout, downtown business outreach and vendor information and vendor welcome.
- Worked on updates to website and Facebook posts for the farmers market and Kidzfest Saturday, May 18.
- Held First Friday Artist's Reception at the OTW Welcome Center with over 80 people attending.

### Administrative

- Sent OTAC motion to recommend OTW map be added to the large bollard electric box near the archways to the City Manager. Assisted with the map design.
- Worked on several requests for vehicle access through the bollards for afternoon/evening hours which were denied.
- Finalized, printed, sorted and mailed Apple Blossom information postcard/farmers market information to downtown stakeholders.
- Submitted work orders to have Apple Blossom banners and bows installed and then removed.
- Requested SU student congratulations banners be hung and American flags put up for Memorial Day.
- Worked with ArtScape on map layout and removed old ArtScape banners and had new ones hung. Did promotional social media posts.
- Completed and distributed OTAC monthly stakeholder newsletter.

- Discussed event permits with several potential applicants. Pursued outstanding information for Hop Blossom, Loudoun Street Mile, Apple Blossom and others.
- Prepared information for monthly OTAC meeting and committee meetings. Met with vice-chair who is filling in at the May 9 meeting.
- Contacted the Civil War Trails Taylor Hotel sign organization to set up payment to sponsor sign.
- Existing art exhibit of Children's art removed and new exhibit was installed.

## Meetings

- Discussed art installation with Shen Arts.
- Met with OTAC Vice-Chair who will lead the May 9 OTAC meeting. Working on meeting agenda and attachments.
- Met with web manager on website updates to increase performance.
- OTAC Economic Vitality Committee met to discuss developing a "Doing Business in Old Town Winchester" welcome packet.
- OTAC Tourism Task Force met and reviewed finalized scavenger hunt and proposal for Civil War sign sponsorship.

## Other/Promotion

- Participated in monthly radio broadcast on The Valley Today to highlight OTW monthly events.
- Worked on PubliCITY show highlighting the OTW Farmers Market and events.
- Participated in National Main Street Professional Development training on Advanced Principles of Economic Vitality. (Paid for by Virginia Main Street)
- Attended free webinar on using Snapchat for businesses.
- Continued compiling data for quarterly VMS reports.
- Met with several OTW business owners regarding their business needs including a building rehabilitation and scheduling a major event.