

Attendees: Drew Van Laeken (Vice Chair), Charlie Fish, Elizabeth Minor, Kimberly Sowers, Nate Crandell (ex-officio OTWBA) and Downtown Manager Jennifer Bell.

Absent: Greeley Myers, Holly Redding (Chair)
(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

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

➤ **Officers' Reports**

- Chair/Vice - Chairperson's Report – Drew Van Laeken
 - City staff changes. Jennifer and Sarah's positions have been eliminated by the City and two new positions created. Uncertain who OTAC will work with through the City moving forward.
 - Expenditures Report – reviewed April expenditures. Question about SWANK movies and W-11 Event Expenses.

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Did not have a meeting. Requested feedback/thoughts on banners. Do not know if will receive funds. Kimberly noted that the wraps on the bollard control boxes made a big difference. Lots of people stopping to view and read the map. Street numbers were added to the map.
 - No meeting scheduled for this month. Not much to discuss. Wait and see what happens with the budget.
- Economic Vitality – Drew Van Laeken
 - Did meet. Jennifer attended. Business Welcome packet idea, such as a folder. Maybe need 25 a year. *Handout distributed to the board.* Kimberly noted that property owners do not always know why they have the special assessment and the tangible benefits. Can pull from City ordinance. Send any comments to Drew.
 - Next meeting not set yet.
- Organization – Kimberly Sowers for Greeley Myers
 - Meet on first Thursdays at 9 a.m. Met this morning. Harley update. There is a meeting scheduled with Jo Ann and Justin about the Rally. Greeley still concerned about the preparedness of the restaurants. Charlie noted that she did send an email and talked to some owners. They seem to be aware. Going to treat like Apple Blossom. At the meeting, discussed that hotels will likely be completely full throughout the region because two other events taking places that weekend.
 - Taylor Hotel sign moving forward.
 - Greeley will be the interim Old Town representative on the Tourism Board going forward.
 - Finalizing the Civil War walking tour updates.
 - Drew noted that Eugene B. Smith Gallery had a nice Free Shipping window sign during Apple Blossom.
- Promotion – Charlie Fish.
 - Charlie met with Shawn and further discussed handouts from last month topics. At a standstill because of the larger city-wide group.
 - Hope to have a meeting on June 3 at 4 p.m.

➤ **Downtown Manager's Updates**

- Old Town Farmers Market. Sarah gave an update on vendors, opening day, and that volunteers are needed.
- Downtown Manager Report – Jennifer Bell. Copy distributed.
- Continued event promotion. Farmers Market, KidzFest, social media posts. Building Safety Month cookout coming up.

- Shen Arts – April artist reception for youth art had 80+ attendees. May-June the artist is Kira Skala. Will hold a First Friday reception in June.
 - Loudoun Street Mile will be held at the end of the month.
 - Working on one of the City's PubliCity videos highlighting the farmers market.
 - Positions are being phased out at the end of the budget year. Contact us if you have any questions about current projects, etc.
- **Old Business**
- Kimberly raised a question about Apple Blossom road closures and to whom she should she address her concerns. Customer could not get past Bonnie Blue at 1pm on Friday. Jennifer suggested to send her an email with details and she can take it to the after action meeting.
- **New Business**
- Nate shared a comment from Emily Rhodes to reiterate that retailers love the City events, but do not care for the ones that are fenced off which keep people from flowing down to the walking mall. Did not say any particular event, just said ones during Apple Blossom, blocking alleyways during Apple Blossom. Drew noted that Apple Blossom is not a City event. Jennifer noted that Indian Alley was blocked to prevent people from crossing into the Midway.
- **Public Comments**
- None.

The next OTAC meeting will be on **Thursday, June 6, 2019 at 5:30 p.m. in Loudoun Conference Room, Rouss City Hall.**

Motion to adjourn. Seconded. Unanimously approved 4/0. Adjournment 6:07 p.m.