

1. Call to order
2. Approval of May Minutes
3. Officers' Reports
  - Chair Report
    - i. May Expenditures
    - ii. FY20 Budget
  - Vice-Chair Report
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. on July 11, 2019. **This meeting is held the second Thursday of the month due to the July 4<sup>th</sup> holiday.**

**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, Roush City Hall.**

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

May 2019 Expenditures

FY19

<b>Professional Services/Special Events (31-66)</b>	<b>Budgeted</b>	<b>May Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - June		\$6,866.67	
W-13 Event Expenses		\$772.08	
W-14 Event Expenses		\$1,543.90	
W-15 Event Expenses		\$1,130.07	
<b>FYTD Account Total</b>	<b>\$218,000.00</b>	<b>\$10,312.72</b>	<b>\$20,818.82</b>

<b>Professional Services/Other (31-70)</b>	<b>Budgeted</b>	<b>May Expenditures</b>	<b>Current Balance</b>
Web Content Management for April		\$350.00	
<b>FYTD Account Total</b>	<b>\$12,350.00</b>	<b>\$350.00</b>	<b>\$5,685.00</b>

<b>Printing (35-01)</b>	<b>Budgeted</b>	<b>May Expenditures</b>	<b>Current Balance</b>
Apple Blossom Stakeholder Postcard (Qty 2100)		\$320.00	
Farmers Market Posters (Qty 50)		\$43.70	
Farmers Market Background for Kiosk		\$75.00	
<b>FYTD Account Total</b>	<b>\$7,220.00</b>	<b>\$438.70</b>	<b>-\$445.78</b>

<b>Postal Services (52-10)</b>	<b>Budgeted</b>	<b>May Expenditures</b>	<b>Current Balance</b>
City Hall Postage - April		\$1.60	
Apple Blossom Postcard Mailing		\$378.86	
<b>FYTD Account Total</b>	<b>\$455.00</b>	<b>\$380.46</b>	<b>\$30.89</b>

<b>Mileage and Transportation (55-10)</b>	<b>Budgeted</b>	<b>May Expenditures</b>	<b>Current Balance</b>
VMS Fredericksburg Mileage		\$93.96	
<b>FYTD Account Total</b>	<b>\$900.00</b>	<b>\$93.96</b>	<b>-\$214.27</b>

<b>Travel/Meals, Lodging, Registration Fees (55-40)</b>	<b>Budgeted</b>	<b>May Expenditures</b>	<b>Current Balance</b>
VMS Fredericksburg Registration		\$15.00	
<b>FYTD Account Total</b>	<b>\$1,900.00</b>	<b>\$15.00</b>	<b>\$172.28</b>

<b>Food &amp; Food Service (60-02)</b>	<b>Budgeted</b>	<b>May Expenditures</b>	<b>Current Balance</b>
Artist Reception Supplies (April)		\$9.69	
<b>FYTD Account Total</b>	<b>\$200.00</b>	<b>\$9.69</b>	<b>-\$34.77</b>

# OLD TOWN WINCHESTER

EXPENDITURES	FY 2017 ACTUAL	FY 2018 ACTUAL	FY 2019 ORIGINAL BUDGET	FY 2020 PROPOSED BUDGET	FY 2020 BUDGET Inc/(Dec)	FY 2020 Percent Inc/(-Dec)
Regular	112,639	115,711	120,729	-	(120,729)	-100.0%
Overtime	-	48	-	-	-	0.0%
Part-time	2,113	212	866	896	30	3.5%
FICA	7,462	7,548	7,920	101	(7,819)	-98.7%
VRS-Employer	10,365	11,080	10,853	-	(10,853)	-100.0%
Insurance-Employer	1,415	1,514	1,581	-	(1,581)	-100.0%
Worker's Compensation	81	77	83	3	(80)	-96.4%
Benefits Admin Fee	69	72	72	-	(72)	-100.0%
Employee Benefits	20,613	21,633	23,050	-	(23,050)	-100.0%
VRS Health Insurance Credit	140	150	146	-	(146)	-100.0%
PERSONNEL	154,897	158,045	165,300	1,000	(164,300)	-99.4%
Special Events Promotions	201,923	209,892	218,000	216,700	(1,300)	-0.6%
Other Professional Services	12,283	12,744	12,350	10,250	(2,100)	-17.0%
Printing & Binding	7,166	9,159	7,220	11,710	4,490	62.2%
Local Media	16,723	14,596	5,725	2,740	(2,985)	-52.1%
Validated parking	98	-	100	-	(100)	-100.0%
CONTRACTUAL SERV	238,193	246,391	243,395	241,400	(1,995)	-0.8%
Copier Charges	862	695	900	900	-	0.0%
INTERNAL CHARGES	862	695	900	900	-	0.0%
Postal Services	425	404	455	455	-	0.0%
Telecommunications	751	161	-	-	-	0.0%
General Liability Insurance	924	1,020	1,100	1,140	40	3.6%
Office Equipment Rental	250	-	250	250	-	0.0%
Building Rental	400	400	400	400	-	0.0%
Mileage & Transportation	822	479	900	600	(300)	-33.3%
Travel & Training	1,851	1,097	1,900	800	(1,100)	-57.9%
VA Commission for the Arts	10,000	9,500	10,000	9,500	(500)	-5.0%
Other Payments	5,000	-	-	-	-	0.0%
Downtown Improv Repayment	50,000	50,000	50,000	50,000	-	0.0%
Dues & Memberships	530	460	460	470	10	2.2%
Misc. Charges & Fees	159	4,804	2,300	1,750	(550)	100.0%
Office Supplies	128	337	380	435	55	14.5%
Food & Food Service	244	233	200	500	300	150.0%
Books & Subscriptions	261	426	300	460	160	53.3%
Other Operating Supplies	2,648	4,788	3,260	3,640	380	11.7%
Awards, Plaques, Other	-	51	100	-	(100)	-100.0%
OTHER CHARGES	74,393	74,160	72,005	70,400	(1,605)	-2.2%
<b>TOTAL OTW</b>	<b>468,345</b>	<b>479,291</b>	<b>481,600</b>	<b>313,700</b>	<b>(167,900)</b>	<b>-34.9%</b>

Full-Time Employees	FY 2017	FY 2018	FY 2019	FY 2020	Inc/(Dec)
Old Town Winchester	2.0	2.0	2.0	0.0	(2.0)