

Attendees: Holly Redding (Chair), Drew Van Laeken (Vice Chair), Lanita Byrne, Charlie Fish, Greeley Myers, Elizabeth Minor, Nate Crandell (ex-officio OTWBA), and Downtown Manager Jennifer Bell.

Absent: Kimberly Sowers

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

- Holly welcomed Lanita Byrne to the Commission.

➤ **Approval of Minutes**

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

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – review May expenditures.
 - FY20 budget approved by Council. \$2500 was approved for the printing of banners, in the Printing & Binding account, and everything that was requested in the basic budget was approved.
 - Funds remain mostly from the Greatness Program. Need to use by June 30. \$3700 in Professional Services, \$2600 in Local Media, and \$1200 in Other Supplies. Suggest a motion to move forward with OTW App proposal from Brad Veach of approximately \$3000. OTWBA and First Night Winchester interested in using the app. Can use for events and will pay a fee to use. \$3300 to develop a new app. Would send push notifications to current users to inform them of the new app. Question about use of funds and invoicing by June 30. Jennifer explained that there is not time to do a new video. Services have to be received by June 30. Brad said that the new app could be done by June 30. Question about how many people use the app. Jennifer gave a brief overview of app use history. Suggestion to use other funds to promote the app via window clings, etc.
 - iHeart Media advertising proposal of \$2000. 15 second spots. 212 ads across three stations. Digital marketing as well. \$600 would be left in Local Media. Use for Facebook ads.
 - Heart ice pack promotion for the farmers market from Other Supplies.
 - *Greeley Myers moved to use the approximately \$3,300 to purchase the app for the upcoming year in addition to the \$2,000 for the media ad buy and the remaining \$600 for a Facebook buy to promote the use of the app. Seconded. Unanimously approved 6/0.*
 - \$700 left in supplies. Consensus to use the funds for a new farmers market tent with logos.
- Vice Chairperson's Report – Drew Van Laeken
 - No report.

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Did not have a meeting. Did receive funding for banners. Waiting for feedback from members. Suggestion for more general banners instead of holiday banners because they would get more use. Estimate maybe 40 banners because there are 40 sets of hardware. Next meeting will be June 13 at 8:30 a.m. Before meeting, look for locations and colors that work. Question about where banners can be placed. Based on lamp post type. Cameron and Braddock have additional poles. A brief discussion was held regarding wayfinding signage. First new sign is outside City Hall.
- Economic Vitality – Drew Van Laeken
 - Still working on welcome packet. Next meeting following Design Committee. 9:30 a.m. on June 13. Hope to have a demo packet ready.
- Organization –Greeley Myers
 - Met this morning and went over some old business items. Working to get invoice by the end of June for the historic sign on the walking mall. Harley rally. Had discussed a promotional flyer for registration bags. OTWBA has reached out on Facebook already for similar concept, but with a small

fee. We did not want to compete. Decided on a map with shops and historic sites listed on back.
Nate helped explain the OTWBA flyer.

- Next meeting is July 11 at 9 a.m.
- Promotion – Charlie Fish.
 - In holding pattern for Shop Local Campaign.
 - No meeting set yet.
- **Downtown Manager's Updates – Jennifer Bell**
 - June Newsletter. Question about The Floor Shop moving. Yes and the building is for sale.
 - Downtown Manager Report – Copy distributed.
 - Highlights: Successful opening day of the Old Town Farmers Market. Continuing to get applications. Continued media promotion of events. New interest in renting the Taylor Pavilion. Kidzfest was successful with over 3,000 attendees. Full Circle Marketing has secured a sponsor for the Family Movies. Classic Movies return this Saturday. June Friday Night Live will feature a Southern Rock band at the Taylor. Welcome Center Artist Reception on Friday from 4-6 p.m. Working on Rockin' Independence Eve poster and promotions.
- **Old Business**
 - None.
- **New Business**
 - None.
- **Public Comments**
 - None.

The next OTAC meeting will be on **Thursday, July 11, 2019 at 5:30 p.m. in Rouss City Hall.**

Motion to adjourn. Liz Minor took a moment to thank Jennifer and Sarah for all their hard work.
Seconded. Unanimously approved 6/0. Adjournment 6:18 p.m.