

1. Call to order
2. Approval of June Minutes
3. Officers' Reports
 - Chair Report
 - i. June Expenditures
 - ii. FY20 Budget
 - Vice-Chair Report
4. Standing Committee Reports
 - Design
 - Economic Vitality
 - Organization (Tourism Task Force)
 - Promotions
5. Staff Updates
 - Farmers Market
 - Other
6. Old Business
7. New Business
8. Public Comments
9. Adjournment– The next OTAC meeting will be held in Rouss City Hall, 4th Floor Exhibit Hall, at 5:30 p.m. on August 1, 2019.

June 2019 Expenditures

FY19

Professional Services/Special Events (31-66)	Budgeted	June Expenditures	Current Balance
W-17 Event Expenses		\$2,033.51	
W-18 Event Expenses		\$3,159.43	
July 3rd 2018 Fireworks OTW Portion		\$4,000.00	
W-19 Event Expenses		\$3,417.84	
W-20 Event Expenses		\$2,579.89	
FYTD Account Total	\$218,000.00	\$15,190.67	\$2,118.49

Professional Services/Other (31-70)	Budgeted	June Expenditures	Current Balance
Web Content Management for May		\$400.00	
OTW App Replacement Development and Hosting		\$3,307.50	
Web Content Management for June		\$350.00	
Website Improvements and Updates		\$450.00	
FYTD Account Total	\$12,350.00	\$4,507.50	\$1,177.50

Local Media (36-01)	Budgeted	June Expenditures	Current Balance
Farmers Market FB Boost		\$40.00	
Farmers Market NV Daily Ad		\$150.00	
FYTD Account Total	\$5,725.00	\$190.00	\$2,639.14

Postal Services (52-10)	Budgeted	June Expenditures	Current Balance
City Hall Postage - May		\$1.00	
Misc. Fees - May		\$0.30	
FYTD Account Total	\$455.00	\$1.30	\$29.59

FY20 Approved Budget

Budget Category	FY20		Notes
Professional Services	10250		
31-70		5000	Website/Social Media Mgmt
		450	Website hosting fee
		1800	Social Media and app expenditures
		200	Traipse App year contract
		1600	Graphic Design
		1200	Farmers Market Restroom Attendant
Printing & Binding	11,710		
35-01		6400	Guide(20,000-\$6,395)
		2500	Banners
		250	Holiday Postcards
		250	Promotional cards (Choc. Escape)
		240	Chocolate Escape Aframe signs
		640	External event printing
		350	Stakeholder AB Postcards
		180	Farmers Market Aframe Signs
		50	Farmers Market Posters
		250	Farmers Market Wintran ad sign
		600	Brochure Printing
Local Media	2740		
36-01		500	Holiday Newspaper ads
		900	VA Travel Guide
		120	Clearbrook Welcome Center Rack Rental
		900	Winchester Frederick County Visitor Guide
		320	Facebook Post Boosts
Copier Charge	900		
46-02		900	City Hall Copier charges
Postal Services	455		
52-10		80	City Hall Postage and other charges
		375	AB Postcards
General Liability	1140		
53-08		1140	VML Insurance
Equipment Rental	250		
54-10		250	Restrooms for Christmas Parade
Building Rental	400		
54-20		400	Visitor Center Duratran
Mileage and Transportation	600		
55-10		600	Expense for VA Main Street Conferences

FY20 Approved Budget

Convention Education			
	800		
55-40		700	Expense for VA Main Street Conferences
		100	Admin. Professionals Day
VA Commission of Arts			
	9500		
56-22		9500	Matching requirement for \$4500 grant funds
Downtown Improvement Repayment			
	50000		
56-99		50000	Mall Project Debt Service - Fixed Cost
Dues & Assoc. Membership			
	470		
58-10		350	Main Streets
		120	Farmers Market Membership & Artisan Trail
Misc. Fees			
	1750		
58-72		850	Taylor Pavilion Landscaping
		900	SESAC Music License
Office Supplies			
	435		
60-01		410	Pens, paper, sign holders, etc.
		25	Retreat
Food & Food Services			
	500		
60-02		50	stakeholder meetings
		135	Meetings - VMS, SBDC
		250	Retreat Lunch
		65	Art Receptions, FM Pot Luck
Books and Subscriptions			
	460		
60-12		125	Winchester Star
		160	Event Calendar Plug in
		175	Newsletter program subscription
Other Operating Supplies			
	3640		
60-14		1000	Toner cartridges(2 sets)
		250	Halloween Event trinkets to hand out
		1370	Holiday Decorations/Banners - lights etc.
		120	Balloons - Choc. Escape, St. Paddy's
		500	Other Supplies
		400	Farmers Market tshirts and supplies
SUBTOTAL Expenses:			
	96000	96000	
Spcl Events			
	75000	75000	Retainer Contribution
31-66			
Subtotal EXPENSES:			
	171000	171000	
Additional Event Expenses (31-66)			
	141700	141,700	Events, Wagon Rides, Family Movies, Retainer Inc.
TOTAL EXPENSES:			
	312700	312700	