

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.***

Downtown Manager's June Report

EVENTS

- Held successful Friday Night Live event attended by over 2,500 people.
- Family Movies screened by Park and Rec held Thursday evenings in June at the Taylor Pavilion. Movie costs covered by sponsorship arranged by Full Circle Marketing.
- Successful Classic Movie screened June 8 by Magic Lantern Theater at the Taylor Pavilion costs covered by sponsorship arranged by Full Circle Marketing.
- Assisted with logistics and promotion for the HOG Rally event and parade.
- Updated posters in display areas including posters for Rockin Independence Eve(RIE) July 3.
- Edited and finalized press release for RIE July 3.
- Finalized work order information for the RIE July 3 event.
- Assisted private event organizers with promotional signage and logistics.
- Circulated FNL work order and operational plan.
- Coordinating special production of Robin Hood by Winchester Little Theater at the July 6 farmers market.
- Continue to promote upcoming events using social media and posters including the July Friday Night Live and the weekly family movies.

PROMOTIONS

- Began Old Town shopping advertising campaign with IHeart media on the radio and website.
- Worked with Mobile Marketing on OTW App updates.
- Worked with radio station on shop local ads for June.
- Finalized OTW App updates and prepared to launch updated app once it receives iPhone and Android approval.
- Developed promotional flyer for the HOG Rally participants. Delivered flyer and OTW Shopping and Dining guides for inclusion in the HOG Rally registration bags.
- Distributed HOG Rally information to businesses via email including a welcome poster.
- OTAC Design Committee met and worked on ideas for banner program. Developed some draft concepts for presentation at the July meeting per the committee's request.
- Worked on OTW ad for Park and Recreation Guide.

FARMERS MARKET

- Designed, ordered and received new promotional farmers' market tent as recommended by the OTAC.
- Ordered gel packs with farmers market logo for a promotion at the June 22 market to increase sales. Created promotional Facebook posts.
- Distributed promotional heart gel packs with purchase at the Old Town Farmers Market.
- Continued social media campaign promoting the farmers market and upcoming events.
- Continued to promote and hold Old Town Winchester Farmers Market. New coffee roaster vendor began at the market.
- Received inquiries from potential farmers market vendors. Reviewed information and application information.

ADMINISTRATIVE

- Met with DHCD staff doing a community visit.
- Addressed business owner questions and concerns.
- Provided orientation to new OTAC member.
- Answered a media inquiry with promotional photos to promote FNL.
- Connected with a local contact interested in donating a large blue spruce tree for the City for the holidays.
- Had final meeting with OTAC Chair on status of projects.
- Answered inquiries from Chantilly regarding our Splash Pad.
- Met with ED Coordinator to review National and Virginia Main Street Report requirements.
- Did outreach to current vendors to notify them of end of the OTW Department.
- Sent emails to businesses regarding road closures and event information.
- Met with Matt Niess discussing developing musical group and a Jazz festival in Winchester.
- Discussed expansion and promotional opportunities with several downtown businesses.



NO
PARKING
LOADING &
UNLOADING
ONLY

FARMERS MARKET



Old Town FARMERS MARKET



Old Town FARMERS MARKET