



OTAC Design Committee Meeting Minutes

Wednesday, 8/21/19 · 9:00 AM · Loudoun Conference Room, Rouss City Hall

Attending: Holly Redding, Liz Minor, Alex Flanigan

The banner project was revisited and discussed. Alex presented updated design proposals [attached] and provided a list of quotes from 4 printers. The committee based their discussion around the Council's provided funds of \$2500 and a lot of 40 banners, which would be enough to fill all available hardware at once or to provide extras when rotating banners are in place.

The committee discussed pros and cons of various designs before settling on a red banner unifying the Winchester skyline and the Old Town branding text. The red presents high visibility and, when paired with the white text, presents nicely in the holiday season.

Alex will tighten up final banner design selection to include Welcome text, logo, skyline, and "SHOP DINE EXPLORE" tagline. Final design will be ready by the OTAC general meeting on September 5th and presented to the committee. The committee decided to order 40 banners in this design from Signet printing in Winchester.

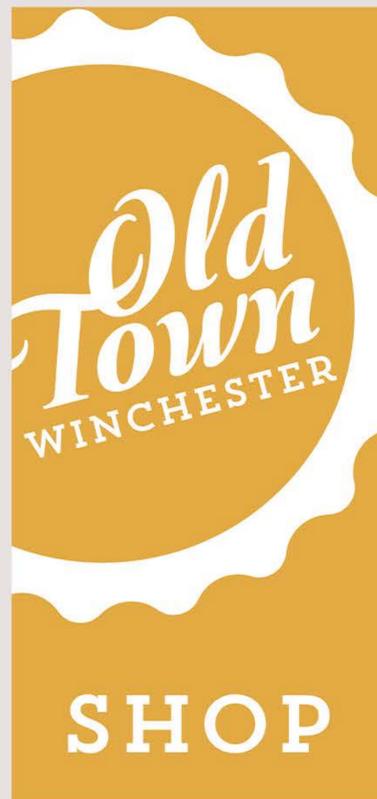
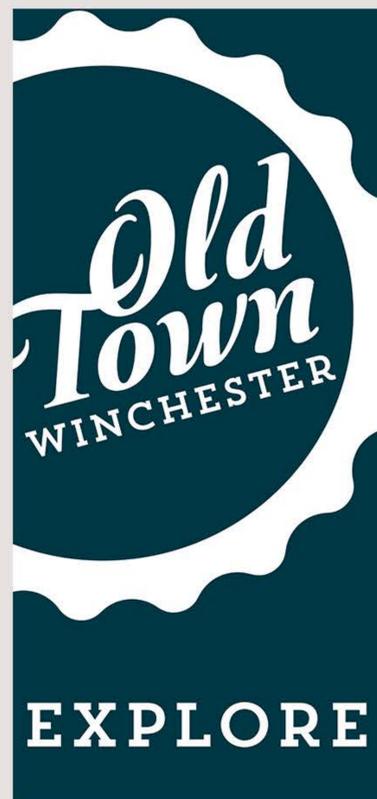
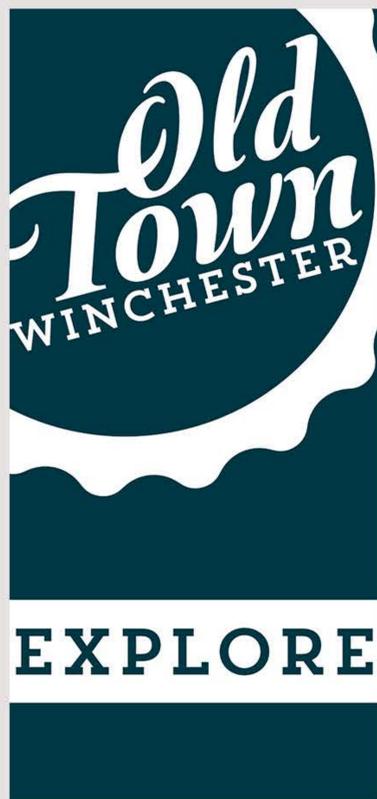
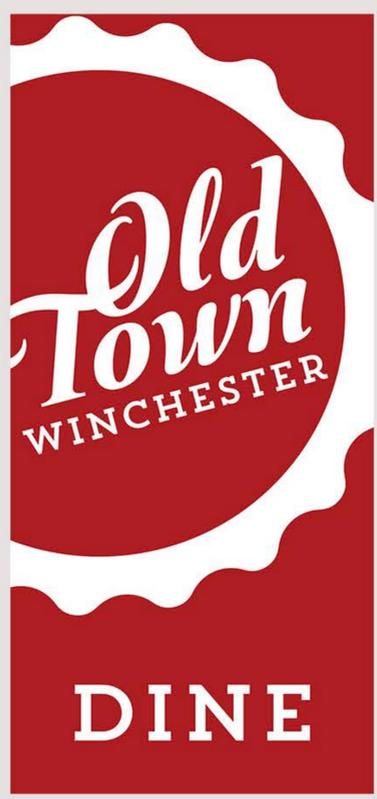
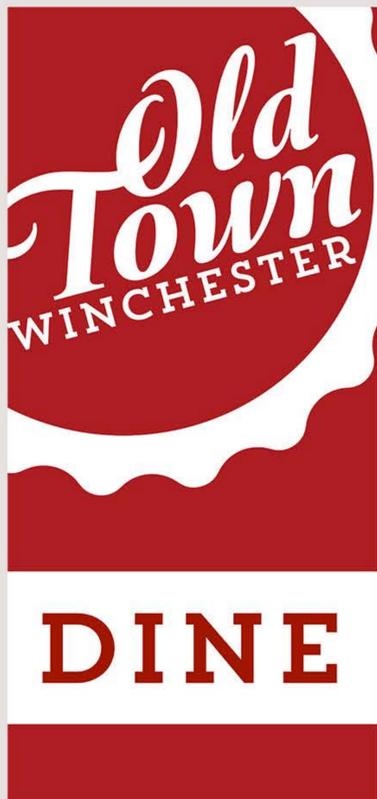
Holly brought up discussion from previous years about a holiday market. The discussion was tabled with the general consensus of recommending an organized effort to revisit the holiday market proposal for 2020.

Alex moved discussion to the holiday storefront contest. Holly addressed the issues surrounding panels and judging in years past. Alex suggested instead utilizing a social media voting model where the business who receives the most "likes" over a two-week period will win, encouraging businesses not only to decorate but to self-promote and draw in additional foot traffic.

At Liz's suggestion, the committee agreed to announce the theme of this year's design contest as "Candyland." Decorations for the contest must be in place by the tree lighting and parade. The contest will run for two [2] full weeks on Instagram and Facebook. Alex will take all official voting pictures on same day and post to social media.

Liz recommended checking on holiday bows and bells to determine usability for this holiday season. Bells may need to be repainted.

The next meeting has not been announced at this time.



WELCOME

Old
Town
WINCHESTER



• SHOP • DINE •
• EXPLORE •