



OTAC Promotions Committee Meeting Minutes

Monday, 8/5/19 · 4:00 PM · Loudoun Conference Room, Rouss City Hall

Attending: Charlie Fish, Wendy Willis, Shawn Hershberger, Alex Flanigan

Charlie revisited and reported on the Shop Local program which had been the focus of the Promotions committee prior to staff changes and transitions in organization. During the interim, Charlie's computer crashed and information was lost. Paper copies of relevant documents and research still exist. Alex has backlogs of committee meeting minutes as well as info packets on advertising campaigns and merchandising.

Current aims of the Shop Local campaign include specifically targeting Eastern Winchester and the WV panhandle [Martinsburg/Berkeley County area].

Wendy presented a PowerPoint on successful Shop Local campaigns and branding strategies with a proposed general budget. [see attached]

Shawn noted that a successful Shop Local campaign must be a unified, citywide initiative. EDA can offer some assistance if the effort encompasses all of Winchester.

Charlie emphasized the need for a strong, memorable, household name as part of a successful push—examples like I <3 NY, Keep Austin Weird were cited as community initiatives which transcend their target audience. She urged the committee to push for creative, impactful concepts.

The committee agreed that there is a need for greater representation from all parts of the city on the push for the campaign. Alex discussed the Stakeholder Meeting in September as an opportunity to actively recruit new members by promising direct involvement with the Shop Local project. The committee agreed to hold off on concrete decisions until more members can be involved. The next committee meeting occurs after the Stakeholder Meeting.

Focusing the campaign on the positive impact on local community beyond individual purchases was identified as a key strategy: framing how a transaction at a local business helps pay firefighters or fund schools or enable a child to take dance lessons, etc.

The next meeting will be held Monday, September 9 at 4:00 PM.