



OTAC Design Committee Meeting Minutes

Wednesday, 9/25/19 · 9:00 AM · Loudoun Conference Room, Rouss City Hall

Attending: Holly Redding, Liz Minor, Alex Flanigan

Alex presented the physical proof for the new banners. Banners have been approved and ordered and should be delivered within the next couple of weeks.

Liz brought up the feedback on the proposed window decorating contest layout at the September OTAC meeting and suggested revisiting the structure. Holly brought up the concern that a “Candyland” theme might provide too strong of an unintentional association with the board game. The committee is confident this won’t be an issue with proper branding and promotion through visual examples. Based on OTAC’s feedback, the committee has decided to add a panel of judges to the process as in years past. Winners and runners-up will be determined by social media engagement in a People’s Choice category, and in a Judge’s Choice category by panel voting.

Alex will look into the bells and decorations from previous years to determine if new decorations need to be purchased. Holly volunteered her time and the back of Winchester Brew Works to assist in repainting the red bells as necessary.

Progress has been made on acquiring and organizing the Old Town Christmas Tree. Several generous offers have come forward with potential tree donations. Alex is working on coordinating the tree effort and securing permissions with the help of volunteers from previous years.

No further discussions have been had on a dedicated Old Town Holiday Market, however, Old Town will be hosting an artisan market under the Holly Jolly Celebration umbrella this year. Any interested artisan vendors should contact Sarah Acuff Chapman at otw@winchesterva.gov for more information on participating.

The next meeting will be Wednesday, October 23rd at 9:00 AM.