

1. Call to order
2. Approval of July Minutes
3. Officers' Reports
 - Chair Report
 - i. Expenditures
 - ii. Stakeholder Meeting Overview
 - Vice-Chair Report
4. Standing Committee Reports
 - Design
 - Economic Vitality
 - Organization (Tourism Task Force)
 - Promotions
5. Staff Updates
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 October 3, 2019.

Members: Holly Redding (Chair), Charlie Fish, Kimberly Sowers, and Nate Crandell (ex-officio OTWBA).

Absent: Drew Van Laeken (Vice Chair), Lanita Byrne, Gillian Greenfield, Greeley Myers, and Elizabeth Minor.

Also Attending: Shawn Hershberger, Development Services Director; Shirley Dodson, Business and Community Development Manager; Alex Flanigan, Community Arts & Vitality Manager; Sarah Acuff Chapman, Development Services Assistant.

There was an insufficient number of voting members in attendance, therefore quorum was not met and an official business meeting could not be held. Members in attendance participated in an informal discussion with City staff on upcoming projects including the Stakeholder meeting on September 5, arts programming, upcoming committee meetings, new business openings, and the First Friday Artist Reception from 5-7 p.m. at the Welcome Center.

The next OTAC meeting will be held at Greenfield and Craun, 14 E. Piccadilly Street, at 5:30 p.m. on September 5, 2019. The meeting will be followed by a Stakeholder Meeting in the same location.

Summary respectfully submitted by:

Sarah Acuff Chapman, Development Services Assistant

Members: Holly Redding (Chair), Drew Van Laeken (Vice Chair), Lanita Byrne, Charlie Fish, Gillian Greenfield, Greeley Myers, Elizabeth Minor, Kimberly Sowers, and Nate Crandell (ex-officio OTWBA).

Also Attending: Shawn Hershberger, Development Services Director; Shirley Dodson, Business and Community Development Manager; Sarah Acuff Chapman, Development Services Assistant.

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of June meeting minutes – *Unanimously approved*. Kimberly noted that she was absent last month because she was unable to enter City Hall

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Holly welcomed Gillian Greenfield to the Commission. All members took a moment for introductions. Shawn introduced the Development Service staff, including Alex Flanigan, the new Community Arts and Vitality Manager starting July 22.
 - Expenditures Report – reviewed June expenditures. Question about frequency of printing the Shopping & Dining Guide. Sarah noted that the past few years, one run has been printed for distribution prior to Apple Blossom. Prior to that, 2 runs were printed each year.
 - Holly shared that the OTW App replacement is up, but the old version is no longer available and we were not able to send out push notifications to users. Apple platform was automatically updated, however the Google platform requires a new download.
 - FY20 budget breakdown. May have more flexibility than previously thought. \$2500 was approved for the printing of banners and is now reflected in the budget.
 - Stakeholder Meeting scheduled for August 1 after the August meeting. 6:30 p.m. Discussion about increasing attendance at stakeholder meeting. Suggestion to have an agenda. Shawn brought up idea of having the meeting not in City Hall with maybe a happy hour/social hour feel. Question about alcohol. Staff will consult City administration about beverage policy. Gillian offered to host at Greenfield and Craun. Staff will work on planning and notifications. Suggestion for clever catch phrase to get people to attend. Comprehensive Plan updates. Development projects.
- Vice Chairperson's Report – Drew Van Laeken
 - No report.

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Did not have a meeting. Brief discussion about banners.
 - Next meeting set for Wednesday, August 21 at 9:30 a.m.
- Economic Vitality – Drew Van Laeken
 - Held a brief meeting. Working on new business packet. Suggestion to include façade improvement grant information in the packet.
 - Next meeting set for Wednesday, August 21 at 8:30 a.m.
- Organization/Tourism Task Force – Greeley Myers
 - Met today. Greeley, Justin, Shirley, and Sarah attended. Justin provided wrap-up information about the Harley event. Friday was good, Saturday was not as busy downtown as expected due to beautiful driving weather. Overall goal of promoting Winchester was achieved. Kimberly noted that shopping was good, but not phenomenal. Feedback was great.
 - Civil War sign in front of Taylor Hotel invoice has been received.
 - Moving forward, working on a tourism emphasis on the website.
 - Next meeting set for Thursday, August 8 at 9 a.m. Cameron Conference Room.

- Greeley is now the OTAC liaison to the Tourism Board.
- Promotion – Charlie Fish.
 - No report. Waiting for new staff to be put in place. Will discuss a meeting time.
- **Staff Updates**
 - Farmers Market – Sarah Acuff Chapman. Season is going well. New tent has been purchased. New vendor joined on June 15. Small batch craft roasted coffee. New produce vendor scheduled to start July 6, but will start July 20. Facebook Live from market every week. Current produce vendor expanded to a second booth. Winchester Little Theater community performance last week. Still seeking volunteers. Promotional heart shaped hot/cold packs with market logo were given away one week. Plan to have a second giveaway during Customer Appreciation Day coinciding with National and Virginia Farmers Market Week. Virginia Tourism Corporation has granted permission to use Virginia is for Lovers logo as Virginia is for Farmers Market Lovers.
 - Staff Introductions – Shawn Hershberger
 - Question about office locations. Staff will be located at the Welcome Center, which will continue to stay open. Will look at hours in the future. Question about staffing Welcome Center with volunteers. Will look into policy.
- **Old Business**
 - Question about the app and why service providers are not listed. There is a link to the website, which has a professional services directory. Question about promoting the app. Can discuss during the stakeholder meeting.
- **New Business**
 - Suggestion to paint electrical boxes. Will address with the new staff. Idea for stakeholder meeting.
 - Discussion about social gatherings v. meetings.
 - Question from the June minutes regarding FB app boost promotions. App was not finalized in time to do a Facebook promotion with FY19 funds.
- **Public Comments**
 - None.

The next OTAC meeting will be on **Thursday, August 1, 2019 at 5:30 p.m. in Rouss City Hall, followed by the stakeholder meeting.**

Motion to adjourn. Seconded. Unanimously approved 6/0. Adjournment 6:25 p.m.

Minutes respectfully submitted by:
Sarah Acuff Chapman, Development Services Assistant

Remaining June 2019 Expenditures FY19

	Budgeted	June Remaining Expenditures	Current Balance
Professional Services/Special Events (31-66)			
W-22 Event Expenses (FY19)		\$1,084.11	
W-24 Event Expenses		\$1,649.30	
W-26 Event Expenses (FY19)		\$1,383.70	
W-28 Event Expenses (FY19)		\$187.40	
FYTD Account Total	\$218,000.00	\$4,304.51	-\$2,186.02

	Budgeted	June Remaining Expenditures	Current Balance
Local Media (36-01)			
Farmers Market FB Boost		\$40.00	
iHeart Media Campaign		\$2,000.00	
FYTD Account Total	\$5,725.00	\$2,040.00	\$599.14

	Budgeted	June Remaining Expenditures	Current Balance
Office Supplies (60-01)			
Supplies		\$71.55	
FYTD Account Total	\$380.00	\$71.55	\$124.19

	Budgeted	June Remaining Expenditures	Current Balance
Food & Food Service (60-02)			
Artist Reception Supplies (June)		\$10.69	
FYTD Account Total	\$200.00	\$10.69	-\$45.46

	Budgeted	June Remaining Expenditures	Current Balance
Other Operating Supplies (60-14)			
Farmers Market - Promotional Items		\$506.42	
Farmers Market - Tent		\$533.21	
FYTD Account Total	\$3,260.00	\$1,039.63	\$334.59

July 2019 Expenditures
FY20

Professional Services/Special Events (31-66)	Budgeted	July Expenditures	Current Balance
Monthly Retainer - July		\$6,866.67	
Monthly Retainer - August		\$6,866.67	
W-21 Event Expenses		\$2,314.00	
W-22 Event Expenses (FY20)		\$1,716.99	
W-23 Event Expenses		\$3,115.06	
W-25 Event Expenses		\$1,639.95	
W-26 Event Expenses (FY20)		\$3,331.72	
W-27 Event Expenses		\$3,491.81	
W-28 Event Expenses (FY20)		\$1,206.01	
FYTD Account Total	\$216,700.00	\$30,548.88	\$186,151.12

General Liability Insurance (53-08)	Budgeted	July Expenditures	Current Balance
VRSA FY20		\$332.53	
FYTD Account Total	\$1,140.00	\$332.53	\$807.47

Misc. Fees (58-72)	Budgeted	July Expenditures	Current Balance
Civil War Trails Fee		\$200.00	
FYTD Account Total	\$1,750.00	\$200.00	\$1,550.00

August 2019 Expenditures
FY20

Professional Services/Special Events (31-66)	Budgeted	August Expenditures	Current Balance
Monthly Retainer - September		\$6,866.67	
W-29 Event Expenses		\$3,327.27	
W-30 Event Expenses		\$4,715.63	
W-31 Event Expenses		\$3,563.00	
W-32 Event Expenses		\$2,383.69	
W-33 Event Expenses		\$1,265.19	
FYTD Account Total	\$216,700.00	\$22,121.45	\$164,029.67

Professional Services/Other (31-70)	Budgeted	August Expenditures	Current Balance
Web Content Management for July		\$300.00	
FYTD Account Total	\$10,250.00	\$300.00	\$9,950.00

Postal Services (52-10)	Budgeted	August Expenditures	Current Balance
Misc. Fees - July		\$4.43	
Misc. Fees - August		\$2.45	
City Hall Postage - July		\$0.95	
FYTD Account Total	\$455.00	\$7.83	\$447.17

VA Arts Creative Communities Partnership Grant (56-22)	Budgeted	August Expenditures	Current Balance
First Night Winchester		\$3,166.67	
Shenandoah Arts Council		\$3,166.66	
Skyline Indie Film Fest		\$3,166.67	
FYTD Account Total	\$9,500.00	\$9,500.00	\$0.00