



OTAC Tourism Task Force Meeting Minutes - (9/5/19)

*Attendees: Committee Chair Greeley Myers, Kimberly Sowers, Holly Redding.
(notes taken by Sarah Acuff Chapman, Development Services Assistant)*

Old Business

- Civil War Walking Tour brochure. No progress. Greeley will check in with SVBF. Sarah suggested contacting Tim Youmans to review the update before publishing. Discussion about ownership of the design files and how many were ordered last time. Sarah noted that Renee in Tourism redesigned the History & Architecture brochure so that the City would own the design file.
- Winchester 275th check in. Information is on the website.
- Website Development. Cannot have "Top Ten" type lists as they show favoritism. Can have fact lists. **Action Item:** Goal this month is to work on restaurants. Topics such as dietary restrictions, kids menus/changing tables, happy hour offerings. Can feature the list on the web slider for about a month then move to its own page. Question about App pop-up on website.
- Tourism Meeting. Greeley missed the last one, but will be attending regularly.

Meeting concluded about 9:30 a.m.