



OTAC Promotions Committee Meeting Minutes

Monday, 9/9/19 · 4:00 PM · Loudoun Conference Room, Rouss City Hall

Attending: Charlie Fish, Andy Gail, Alex Flanigan

The focus of this committee meeting was primarily to discuss next steps and a plan of action for the development of the Shop Local campaign.

Alex and Charlie met last week to discuss possible slogans for the campaign. It was decided that "Local to the Core" more accurately reflects Frederick County than it does Winchester City and does not align with the Strategic Plan's vision for a progressive, industry-driven Winchester. Possible alternatives include "Win/Win" or a new brand which incorporates name recognition and a positive community focus. Charlie and Alex will finalize a slogan before the next committee meeting so the project can move forward.

Possibilities for the actual structure of the campaign itself were discussed. Charlie suggested that official campaign merchandise could be sold to local retailers for resale, with funds going back to purchasing more merchandise and materials, creating a self-sustaining model.

Alex inquired if the campaign planned to operate on a membership buy-in, with businesses opting to participate in some way, or if the campaign was intended to include and organize all Winchester businesses regardless of elective participation. She suggested that the campaign should benefit participants directly in some way in order to encourage enthusiastic promotion. Possible suggestions included pop-up cross-promotions between participating businesses, inclusion on passport incentives or city-wide/mall-wide gift cards, scavenger hunts, or discount card programs.

The proposed general structure for the shop local campaign will include 4 major promotional activities per year, organized by the OTAC promotions committee, with free reign given to all Winchester businesses to use the official logo and branding for their own promotional purposes at will. Collaborative efforts will be encouraged and supported. The committee agreed upon a postcard mailer/shop local passport for the kickoff activity, with another first year event being a "secret santa" style pop-up display initiative which will match businesses for joint merchandise displays. Two other ideas will be decided upon by the next committee meeting.

The committee will decide on a logo, slogan, and promotional event roster by next meeting. They will deliver this information to Shawn Hershberger and the EDA to determine funding

availability, then present a final proposal to the OTWBA and the Winchester/Frederick County Tourism office as a means of developing the program outward.

Next steps:

- Charlie & Andy: find and assemble merchandising quotes and information
- Alex: gather information on citywide gift card initiatives from other Main Street communities
- Charlie & Alex: develop logo and slogan

The next meeting will be held Monday, October 7 at 5:30 PM at the Old Town Welcome Center, 33 E. Boscawen Street.