



OTAC EV Committee Meeting MINUTES 1-13-2020

Attending: Nate Crandall, Kaylie Riggelman, Bonnie Landy, Holly Redding, Shirley Dodson

EV's Mission & Purpose

Ms. Dodson provided an overview of the Virginia Main Street program and how the four point approach relates to the four committees that are represented on OTAC (Economic Vitality, Organization, Design, Promotion.) She handed out a one-pager explaining the mission of the Economic Vitality committee (attached) that should be referenced throughout the year. Downtown's are delicate ecosystems, the more that we as a committee can fertilize the soil, provide a net of protection, and feed nutritious resources back into the businesses, the more likely we are to survive. It will be very important to look at business metrics, nation-wide "best practices", and forecasted data as we shape the projects for the year.

Meeting Date

As of right now the meetings are held the first Tuesday of every month at noon. There was a request to change this date to the first Monday of every month at noon. It will be voted on at the February 6th OTAC Meeting.

Welcome Kit

Information to be included:

- Promoting your business on the Old Town website, the Old Town app, the Winchester Star, etc.
- Local Business Taxes (when are they due, who do I pay?)
- Business Resources and Incentive Programs
- Events downtown and what this means for my business
- Customer parking and employee parking downtown
- BAR Guidelines (signage, paint, repair, patio seating, etc.)
- Utilities/Trash and Recycling
- OTAC White-page and information on OTWBA/additional merchants' groups
- Schedule of meetings and educational resources (small business seminars, lunch n' learns, etc.)

Business Captain Program

- Captain make up will be one person from each OTAC committee.
- Attempt to get new business license info/put welcome kit inside of the Commissioner of the Revenue's office so that it is easily accessible to new businesses. Also needs to go on the Winchester.gov website.
- Distribute welcome kits and survey businesses.

Other

Broad focus on tourism and asset-based economic development as a means for attracting shoppers in the coming year.