



## OTAC Promotions Committee Meeting Minutes

Monday, 1/13/20 · 5:30 PM · Old Town Welcome Center

---

**Attending:** Charlie Fish, Lanita Byrne, Andy Gail, Amber Koehler, Christine Patrick, Alex Flanigan

Charlie provided a recap of the revised promotion calendar from the last meeting. The Random Act of Kindness Promotion will occur this quarter, followed by the passport mailer, the Makers Weekend, and the holiday pop-ups in that order.

Charlie reported that she spoke to Justin Kerns about the best way to acquire addresses. He suggested possible resources. Christine suggested that the committee pursue bulk mailing through the post office instead. Lanita requested that the county be targeted as well as the city. The committee agreed.

Amber reported on pricing for print advertising in the Martinsburg Journal, including the possibility of target advertising in Shepherdstown. Alex felt that Martinsburg was a more cost-effective target than Shepherdstown at this time. Christine asked if a bundled rate on quarterly ads would be a possibility. Amber will look into this possibility.

Alex reported that the best route for funding would be a direct request from the EDA. She has already spoken to Shawn about a \$1000-2000 request and will make a formal proposal as soon as figures for mailing/printing/purchasing are determined. The committee discussed additional expenditures for the year and agreed to make a single request for the year's funding rather than case-by-case.

Charlie recommended that dates get nailed down for the RAOK promotion before leaving the meeting. The committee agreed to host the donation weekend March 20-22. Tasks and deadlines are reported on the attached task sheet.

The vote for the beneficiary will be between 5 nonprofits nominated by committee members. The nonprofits nominated were The Laurel Center, the Kids Club of the Northern Shenandoah Valley, the Fremont Street Nursery, Highland Food Pantry, and WATTS. Committee members are responsible for communicating with the nonprofit they nominated. The vote to choose the beneficiary will be hosted on the Old Town Merchants' Facebook page between February 28 - March 6.

Currently, the target date for the mailer promotion is in early April. The Makers Weekend event will be the weekend of August 28-30, with the fair itself hosted at the Taylor Pavilion on Saturday, August 29. The holiday pop-up promotion will run in November and December.

**The next meeting is scheduled for Monday, February 3 at 5:30 PM in the Old Town Welcome Center.**