

1. Call to order
2. Approval of December Minutes
3. Officers' Reports
  - Chair Report
    - i. December Expenditures
    - ii. OTWBA
  - Vice-Chair Report
4. Standing Committee Reports
  - Design
  - Economic Vitality
  - Organization
  - Promotions
5. Staff Updates
6. Old Business
  - OTW App Overview by Brad Veach of MMES
7. New Business
  - Chair and Vice-Chair Elections
8. Public Comments
9. Adjournment – The next OTAC meeting will be held in Rouss City Hall, 4<sup>th</sup> Floor Exhibit Hall, at 5:30 p.m. on **February 6, 2020.**

**Members:** Holly Redding (Chair), Greeley Myers (Vice-Chair), Lanita Byrne, Kimberly Sowers, and Nate Crandell (ex-officio OTWBA).

**Absent:** Charlie Fish, Elizabeth Minor

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

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of November meeting minutes. *Unanimously approved 4/0.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
  - Holly shared that Gillian submitted her resignation from the board due to time constraints. Now currently have 3 vacancies on the board. 4 members needed for quorum.
  - Holly attended the Tourism Board meeting. Tourism will be applying for a grant with an organization called BCF for a comprehensive marketing and advertising campaign. Will be applying for Winchester-Frederick County. BCF will be reaching out to stakeholders to learn more about the community. VA Tourism grant to help pay for campaign. Spend \$150,000 will get \$50,000 reimbursed.
  - Expenditures Report – reviewed November expenditures. Shirley noted that might do a mid-year budget review at the January meeting. No questions. Kimberly commented that all the decorations look great.
  - OTWBA Update. Nate shared that Halloween Faire was successful. Will be asking for poster money for 2020 and expect it to be \$500. Staff suggested requesting for general promotional use so less restrictive. Will require a formal letter. OTWBA hopes to not ask in future years. Hope to boost membership to be able to take on events. First Fridays issue with artists needing a business license to sell. Sarah noted that there is an Itinerant Merchant license for businesses operating a set number of days a year. OTWBA will check with Commissioner of the Revenue. Looking into First Fridays punch card concept. Alex added that Java Kava is back up and running after a brief issue with merchandise being investigated.
- Vice Chairperson's Report - Greeley Myers
  - No report

➤ **Staff Updates**

- Shirley and Alex provided a retreat overview and discussed committee restructuring/recruitment. Covered 3 main topics at the retreat, the biggest being committee restructuring going into the new year: setting strict times for committees, re-examining topics each committee deals with and covers, and commitments to picking committees. Came up with a Task Sheet for committees. Provide a way to give progress reports at meetings. Committee recruitment- aim to have 5 members on each committee. Basic committee application form distributed. Members of committees have to be reviewed and approved by the OTAC chair. Community connections discussed.
- Plaid Friday and Shop Small Saturday went really well.
- Holly Jolly will be December 14. Downtown businesses can set up outside.
- Kimberly shared that there was confusion about the parade day and time. Other businesses were having pre-parade events which added to the confusion.
- SBDC workshop coming up.

➤ **Standing Committee Reports**

- Design – Alex for Liz Minor

- Entries for the window contest are up online. Trying to schedule judging for December 14. Plan to announce winners on December 16.
- Next meeting will be December 16 at 9 a.m.
- Economic Vitality – Shirley
  - Did meet. Discussed Welcome Kit and Business Captains. Ideas included to assign business captains businesses near them. Give out contact information with welcome kit. Create a checklist of “touches” to new businesses. Maybe have committee chair as captains, too. Roundtable topics could also be included for business captains to promote.
- Organization – Greeley Myers
  - Restructure of committee. Different focus, more in line with Main Street. Tourism will shift to Promotions. Mission of the committee will be to cultivate partnerships, help provide support for other committees within OTAC, build organization capacity, promotes partnership and community involvement. One of the first tasks will be devising a white sheet about OTAC and committees to be used in volunteer recruitment.
  - Next meeting January 2 at 9 a.m.
- Promotion – Alex for Charlie Fish
  - Organizes Small Business Saturday kickstarter. Distributed SBS supplies to coffee shops for people to start their day. Lanita and Charlie has a brainstorming session and came up with quarterly promotions. Q1 – passport run for 3 months and gift basket drawing at the end of each month. Q2 – random acts of kindness. Facebook poll to select charity to give back to. Q3 – makers weekend at Taylor Pavilion and businesses bring in artists. Q4 – pop up business advertising in another business. Promotion during events – Alex suggest inviting Dario to promotions meeting.

➤ **Old Business**

- None.

➤ **New Business**

- None.

➤ **Public Comments**

- None.

Kimberly will need to decide on a committee prior to the January meeting.

The next OTAC meeting will be on **Thursday, January 2, 202 at 5:30 p.m. in Rouss City Hall.**

***Motion to adjourn. Seconded. Unanimously approved 4/0. Adjournment 6:20 p.m.***

Minutes respectfully submitted by:

Sarah Acuff Chapman, Development Services Assistant

December 2019 Expenditures  
FY20

<b>Professional Services/Special Events (31-66)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - January		\$6,866.67	
W-47 Event Expenses		\$650.00	
W-02-20 Event Expenses		\$663.00	
W-48 Event Expenses		\$35.80	
<b>FYTD Account Total</b>	<b>\$216,700.00</b>	<b>\$8,215.47</b>	<b>\$87,247.12</b>

<b>Professional Services/Other (31-70)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Web Content Management for November		\$200.00	
<b>FYTD Account Total</b>	<b>\$10,250.00</b>	<b>\$200.00</b>	<b>\$8,272.50</b>

<b>Local Media (36-01)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
OTW Holiday Ads - NV Daily (November Ads)		\$322.00	
OTW Holiday Ads - Winc. Star (November Ads)		\$32.00	
<b>FYTD Account Total</b>	<b>\$2,740.00</b>	<b>\$354.00</b>	<b>\$1,997.00</b>

<b>Postal Services (52-10)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
City Hall Postage - November		\$0.65	
<b>FYTD Account Total</b>	<b>\$455.00</b>	<b>\$0.65</b>	<b>\$305.81</b>

<b>Mileage and Transportation (55-10)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
VAFMA Conference - Parking		\$15.00	
<b>FYTD Account Total</b>	<b>\$600.00</b>	<b>\$15.00</b>	<b>\$350.86</b>

<b>Travel/Meals, Lodging, Registration Fees (55-40)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
VAFMA Conference - Hotel		\$244.16	
<b>FYTD Account Total</b>	<b>\$800.00</b>	<b>\$244.16</b>	<b>\$331.84</b>

<b>Membership &amp; Dues (58-10)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
National Main Street		\$375.00	
<b>FYTD Account Total</b>	<b>\$470.00</b>	<b>\$375.00</b>	<b>\$95.00</b>

<b>Office Supplies (60-01)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Supplies		\$52.59	
Supplies		\$20.51	
<b>FYTD Account Total</b>	<b>\$435.00</b>	<b>\$73.10</b>	<b>\$335.77</b>

December 2019 Expenditures  
FY20

<b>Food &amp; Food Service (60-02)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
OTAC Retreat Lunch		\$83.14	
OTAC Retreat Refreshments		\$23.85	
OTAC Retreat Refreshments		\$15.99	
<b>FYTD Account Total</b>	<b>\$500.00</b>	<b>\$122.98</b>	<b>\$248.81</b>

<b>Other Operating Supplies (60-14)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Printer Toner		\$494.87	
<b>FYTD Account Total</b>	<b>\$3,640.00</b>	<b>\$494.87</b>	<b>\$3,103.22</b>

## OTAC PROJECT TIMELINE

PROJECT: Windependent! Launch

COMMITTEE: Promotions

DATE: 12/9/2019

TASK	PERSON RESPONSIBLE	TARGET DATE	INCOMPLETE	IN PROGRESS	COMPLETE	NOTES:
Determine # of households for mailer/cost of postage	Charlie	1/1/20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Get details on sticker pricing	Andy	1/1/20	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Coupon codes available through Stickermule. 3"x3" round stickers preferred.
Determine cost of printing postcard mailers	Lanita	1/31/20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Complete postcard design	Alex	1/31/20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Get details and cost for Access Weekly	Charlie	1/31/20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Price ad options for WV newspapers	Amber	1/31/20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Budget estimates for other events and materials	Alex	1/31/20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

- FOLLOW-UP TASKS:
- Create FB group or web presence
  - Get budget approval through OTAC or secure alternative funding
  - Invite Ryan Hall/Laura Wiley to discuss Makers event