



OTAC EV Committee Meeting Minutes 2-4-2020

In Attendance: Shirley Dodson, Nate Crandell, Holly Redding.

Absent: Kaylie Riggleman, Bonnie Landy.

- **Welcome Kit Project:** Ms. Dodson presented the example guide formats from other localities for the group to review. The “Developer’s Guide” from the City of Lynchburg had testimonials and the photos perked the reader’s interest. Existing items that need to be completed for the welcome kit (new business guide) are the BAR guidelines, 3 testimonials collected, information on preparing your business for event day, and the OTAC welcome and recruitment message from Chairperson, Holly Redding.
- **Old Business**
 - Peer to Peer Program: An idea that was recommended at the Virginia Main Street Director’s conference was to pair a long-standing business owner with a new business owner in a peer to peer mentorship program as opposed to a block captain program. It was determined that to start, we would attempt to create a Business Ambassador program with a few people that would be willing to take on entire blocks of businesses and then transition to a peer to peer program if that is successful.
- **Committee Recruitment:** Would like to get at least one more member to join the committee this quarter. Ms. Dodson has been actively encouraging community members to apply.