

1. Call to order
2. Approval of January Minutes
3. Officers' Reports
 - Chair Report
 - i. January Expenditures
 - ii. OTWBA
 - Vice-Chair Report
4. Standing Committee Reports
 - Design
 - Economic Vitality
 - Organization
 - Promotions
5. Staff Updates
 - Virginia Main Street Self Evaluation and Data Bonanza Review
6. Old Business
7. New Business
 - Creative Community Partnership Grant Applications
 - Discussion and Recommendation on Town Square Legislation
8. Public Comments
9. Adjournment – The next OTAC meeting will be held in Rouss City Hall, 4th Floor Exhibit Hall, at 5:30 p.m. on **March 5, 2020**. The previously scheduled Stakeholder Meeting has been postponed, date TBD.

Members: Holly Redding (Chair), Greeley Myers (Vice-Chair), Lanita Byrne, Charlie Fish, Elizabeth Minor, and Nate Crandell (ex-officio OTWBA).

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 December meeting minutes. *Unanimously approved 5/0.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – reviewed December expenditures. No questions.
 - Holly shared that Kimberly submitted her resignation from the board. Now currently have 4 vacancies on the board. 3 members needed for quorum.
 - OTWBA Update. Nate shared that OTWBA is working on ideas for more events for downtown run by the OTWBA. Feedback was good for Holly Jolly and Plaid Friday. Saw people returning to shop. OTWBA moving to a new meeting day. Now will meet on second Mondays.
- Vice Chairperson's Report - Greeley Myers
 - No report

➤ **Standing Committee Reports**

- Design – Liz Minor
 - Did not hold a meeting due to weather. Next meeting will be January 16 at 9 a.m.
 - Holiday windows were judged and everything looked lovely. Janet Michaels, guest judge, stayed and did live interviews with businesses after judging on December 14.
- Economic Vitality – Nate Crandell
 - Will meet on Tuesday at noon. Have received several committee applications.
- Organization – Greeley Myers
 - Met this morning and developed a Task Sheet for informational white page for OTAC. Target to complete by February 6th meeting. At that meeting, will discuss March Stakeholder Meeting.
- Promotion – Charlie Fish
 - Will meet next Monday at 5:30 p.m.
 - Developed a Task Sheet. Hold 4 events throughout the year. Where's Waldo type event targeting the eastern panhandle of WV and east side of Winchester with mailers. Pop-up shops during holiday time to cross promote downtown businesses. Makers Market Weekend with help from Ryan Hall. Decided to spend first quarter getting organized and push for the mailer in the spring. Also random acts of kindness where people can vote for their favorite charity on a Facebook poll and a portion of proceeds that month would go to that charity.
 - Several committee applications expected and/or received.

➤ **Staff Updates**

- Working on board and committee recruitment. Started Walkabout Wednesdays when Alex and Shirley pop into downtown businesses to introduce themselves and share information.
- Shirley and Alex will be attending the VMS Director's Retreat in Farmville at the end of January.
- Arts Grant applications available. Please encourage arts non-profits to apply.
- Lunch 'N Learn webinar next week. Thursday at noon. Topic is "What is Virginia Main Street"

➤ **Old Business**

- OTW App Update provided by Brad Veach of MMES. Overview of the app features including GPS locations and statistics. Need to grow downloads App is a resource tool to be used. Need businesses to

keep content fresh, just like the website. Information can be sent to Sarah for updates. 1329 downloads since update July 1. 35,000 pageviews and 5095 sessions, which is about 7 pageviews per session. First Night Winchester has been granted permission to use the app to promote their event. Paid MMES directly. In the last 30 days, 356 downloads and 9385 pageviews. Avg. of 9 views per session. No cost to Old Town and yielded activity. Can do for other events with multiple locations.

[Nate Crandell left 6:00 p.m.]

Need to encourage businesses to download and explore the app, then be an ambassador to others. Question about how often information is requested from businesses. Request with OTW guide updates, newsletter, emails. Can add to Walkabout Wednesdays information. Revisit promotional window cling/visuals by registers. Brad concluded by saying that in the past, professional services were not added directly in the app (currently links to website listings) but can do that if desired. It would just take time to build out.

➤ **New Business**

- OTAC Chair and Vice Chair Elections. Greeley nominated Holly as Chair. Seconded. Holly accepted nomination. No questions and no other nominations.

A Roll Call Vote was taken and Holly Redding was elected chair, the votes being recorded as shown below:

<u>Member</u>	<u>Vote</u>
Lanita Byrne	Yea
Charlie Fish	Yea
Liz Minor	Yea
Greeley Myers	Yea
Holly Redding	Yea

Charlie nominated Greeley as Vice Chair. Seconded. Greeley accepted the nomination. No questions and no other nominations. *A Roll Call Vote was taken and Greeley Myers was elected vice chair, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
Lanita Byrne	Yea
Charlie Fish	Yea
Liz Minor	Yea
Greeley Myers	Yea
Holly Redding	Yea

➤ **Public Comments**

- None.

Motion to adjourn. Seconded. Unanimously approved 5/0. Adjournment 6:17 p.m.

The next OTAC meeting will be on **Thursday, February 6, 2020 at 5:30 p.m. in Rouss City Hall.**

Minutes respectfully submitted by:

Sarah Acuff Chapman, Development Services Assistant

January 2020 Expenditures
FY20

Professional Services/Special Events (31-66)	Budgeted	January Expenditures	Current Balance
Monthly Retainer - February		\$6,866.67	
W-49-19 Event Expenses		\$500.00	
W-03-20 Event Expenses		\$200.00	
July 3rd 2019 Fireworks OTW Portion		\$4,000.00	
FYTD Account Total	\$216,700.00	\$11,566.67	\$75,680.45

Professional Services/Other (31-70)	Budgeted	January Expenditures	Current Balance
Web Content Management for December		\$150.00	
FYTD Account Total	\$10,250.00	\$150.00	\$8,122.50

Printing (35-01)	Budgeted	January Expenditures	Current Balance
Chocolate Escape Posters QTY 50		\$22.50	
Chocolate Escape Signs QTY 6		\$137.70	
FYTD Account Total	\$11,710.00	\$160.20	\$8,862.22

Local Media (36-01)	Budgeted	January Expenditures	Current Balance
OTW Holiday Ads - NV Daily (December Ads)		\$134.00	
OTW Holiday Ads - Winc. Star (December Ads)		\$16.00	
FYTD Account Total	\$2,740.00	\$150.00	\$1,847.00

Postal Services (52-10)	Budgeted	January Expenditures	Current Balance
City Hall Postage - December		\$2.75	
FYTD Account Total	\$455.00	\$2.75	\$303.06

Misc. Fees (58-72)	Budgeted	January Expenditures	Current Balance
SESAC Music Licensing Service		\$919.00	
FYTD Account Total	\$1,750.00	\$919.00	\$631.00

Food & Food Service (60-02)	Budgeted	January Expenditures	Current Balance
Food for Artist Reception - December		\$28.17	
FYTD Account Total	\$500.00	\$28.17	\$220.64

OTAC PROJECT TIMELINE

Decoration Purchasing

Design

1/13/20

PROJECT: _____

COMMITTEE: _____

DATE: _____

TASK	PERSON RESPONSIBLE	TARGET DATE	INCOMPLETE	IN PROGRESS	COMPLETE	NOTES:
Determine and report on budget allocation	Alex	1/31	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Acquire or create map of electricity on mall	Alex	1/31	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Inventory decorations in Braddock storage	Lanita + Alex	1/27	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Meet at Braddock Autopark at 9 AM to inventory decorations
			<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"/>	
			<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: Holly to research solutions for mall kiosk directory [2/28]

OTAC PROJECT TIMELINE

Windependent! 1st and 2nd Q

Promotions

1/13/20

PROJECT: _____

COMMITTEE: _____

DATE: _____

TASK	PERSON RESPONSIBLE	TARGET DATE	INCOMPLETE	IN PROGRESS	COMPLETE	NOTES:
Acquire mailing list/zipcode regions from PO for pricing	Christine	1/31	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Target City + County, focusing on Red Bud Run/Rt 7 corridor
Determine cost of printing postcard mailers	Lanita	1/31	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Waiting on postcard count/details from post office
Complete postcard mailer design	Alex	1/31	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Follow up with Martinsburg Journal about bundled rate	Amber	1/31	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Budget estimate + proposal for EDA request	Alex	1/31	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Awaiting mailing data and costs
Purchase stickers + prepare flyer handouts	Alex	2/7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Door-to-door recruitment and info pitch	all	2/15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Charlie, Amber, Christine, Lanita, & Andy to split up footprint
Contact nonprofits to secure info + agreement	all	2/26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Provide blurbs to Christine by Feb 26
RAOK beneficiary poll on OTW Merchants page	Christine	2/28	<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:
- Determine how to collect donations after event
 - Postcard mailer: early April
 - Makers Weekend: August 28-30
 - Holiday Pop-Ups: November-December