

OTAC project timeline

PROJECT: New Business Welcome Guide

COMMITTEE: EV

DATE: 2/4/2020

TASK	PERSON RESPONSIBLE	TARGET DATE	INCOMPLETE	IN PROGRESS	COMPLETE	NOTES:
BAR Guidelines/Timeline for Review	Bonnie	2/4/20		X		Kaylie sent info. to Bonnie
Incentive & Small Business Resources	Shirley	2/4/20			X	Add testimonials from past users of the resources
Trash/Refuse, Prepping for Event day, parking	Nate/Kaylie	2/4/20		X		Removing parking from the guide. Need to get event day prep info.
OTAC Meetings/ Chairperson welcome message	Holly	2/4/20		X		
Business License/ Local Tax Information	Shirley	2/4/20			X	Ann B. provided an existing tax guide that her office distributes.
Membership Orgs/ways to get involved and market your business	Need	2/4/20	X			We discussed adding contact info. for the Chamber, OTWBA, OTAC itself.
Utility Contact info.	Nate	2/4/20			X	Needs to send to Shirley
Contact other localities for advice on Business Captains	Shirley	2/4/20			X	This program may morph into a peer to peer mentorship format. Looking at changing the name of the "Captains"

FOLLOW-UP TASKS:

- Design of Welcome guide and internet formatting.
- Send information to Shirley.



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February 6, 2020,

To the Old Town Advancement Commission:

The Old Town Winchester Business Association (OTWBA) has traditionally permitted, staffed, and organized the Old Town Easter Egg Hunt on the Saturday prior to Easter. The City of Winchester has traditionally donated 2,000 eggs to the event.

OTWBA is renewing our focus on our primary goal of promoting the businesses in Old Town. And so, for the year 2020, OTWBA is requesting that the City of Winchester permit (and insure) the event at a mutually agreed-upon date and time. OTWBA will provide organizational assistance, volunteers to staff the hunt, and materials (both eggs and signage/announcing). The Easter Bunny suit is typically borrowed from City of Winchester Parks and Recreation, which OTWBA would pursue, and OTWBA would pay to have dry cleaned following the event. OTWBA requests that OTAC provide 2,000 filled eggs for the event.

If this request is not granted, OTWBA will not be hosting an Easter Egg Hunt this year. However, OTWBA would be happy to donate eggs and volunteer for the hunt held in Jim Barnett Park.

**Sincerely,
Bonnie Landy
OTWBA 2020 President**