

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

Also Attending: Alex Flanigan, Community Arts & Vitality Manager, Sarah Acuff Chapman, Development Services Assistant; Shawn Hershberger, Development Services Director.

Absent: Lanita Byrne, Elizabeth Minor, Shirley Dodson, Business and Community Development Manager

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of January meeting minutes. *Unanimously approved 3 /0.*

➤ **Officers' Reports**

- Chairperson's Report – Holly Redding
 - Expenditures Report – reviewed January expenditures. No questions.
 - OTWBA Update. Nate shared that OTWBA elected a new board. President – Bonnie Landy. Vice President – Misty Weaver. Amanda Parrish – Secretary. Emily Rhodes – Treasurer. Amanda will be applying to serve as the OTWBA ex-officio to OTAC. Nate also shared that the First Friday kick off is tomorrow. New punch card has been created to encourage visits to artists. There will be a monthly business sponsor and visitors can use punch card to enter to win a prize valued at \$50 or more.
- Vice Chairperson's Report - Greeley Myers
 - No report

➤ **Standing Committee Reports**

- Design – Alex for Liz
 - New street banners are currently going up. Took inventory of holiday decorations in Braddock Storage. Agreed that it would be prudent to reorganize items at some point.
- Economic Vitality – Nate Crandell
 - Met on Tuesday with Nate, Holly, and Shirley in attendance. Working on new business welcome packet. Hope to have a rough draft by next meeting. Business captains discussed. It was noted that other locations have tried concept without success. Suggestion for Peer to Peer program instead. Maybe a mentorship program. Have received several committee applications. Nate raised a question about changing the committee meeting time. Staff agreed that the time will not be changed because already published on recruitment materials.
- Organization – Greeley Myers
 - Met today and working a white page for OTAC. Expect to be completed by next meeting. Discussed next stakeholder meeting and holding a Love Our Locals spring event instead. Will be an outdoor, community block party event. Chalkboard comments. Update Vision & Mission Statements. No date set yet, but probably May. 50th Anniversary of LOVE letters and we are working on getting our own letters.
- Promotion – Charlie Fish
 - Meetings have been great. Working on Random Acts of Kindness programming and committee members nominated non-profits. Will do a Facebook poll to choose. Passport to Windependence. Will launch with mailed postcards. Focus on east side of Winchester and eastern panhandle of WV. Makers Market – will meet with Ryan Hall.

➤ **Public Comments**

- David Hubbard, President of Shenandoah Valley Chess Club. We have been a non-profit since 2013. We have a wonderful partnership with Handley Library teaching chess and promoting chess for all ages and skill levels. One of the events we have been doing annually is National Chess Day which is in the second weekend of October. This year, we are exploring a miniature chess festival which would consist of several ideas. Work with a theater group to do a living chess board type of exhibit at the Taylor Pavilion. Also want to invite anyone to play the games of chess here in Old Town. It's always been a welcoming scene to see people play and one of the reasons we are taking a more creative approach is that most

people's association with the game is two people on the board, pretty static. However, across the country, there are much more creative ideas in play. One example is in St. Louis they have a chess hall of fame, chess museums, chess in art, and so one of the things that has made our program very popular is we try to show different people, different aspects, and different ways they can engage and probably the best and my favorite part is that it is something for all ages, skill levels, and demographics. Across the world about 400-500 million people play the game of chess on a daily basis and one of the things that we love about what we are doing here is that we are bringing people to the community to enjoy it and play it with us. That is the tentative idea. Date we are looking at is Saturday, October 3 and we are also exploring working with the Alamo theater to maybe do a chess movie screening and also bring Handley Library in on it too, who we do tournaments, lots of teaching and a lot of fun activities with. I have some cards, I'll leave them here. If you are interested in supporting or have questions, we would definitely love your feedback. I've never done a chess festival before, but I have planned many different types of events, a lot of them educational around chess and aviation, which is my normal occupation. That is what I wanted to present to you today.

➤ **Staff Updates**

- Shirley and Alex attended the VMS Director's Retreat in Farmville last week. Topics included branding, identity, and civic engagement. One of the biggest takeaways was being able to talk to other community directors very honestly and openly about challenges and ideas. Conversations about town center legislation in Manassas.
- Completed VMS Self-Evaluation and Data Bonanza. Passed with score of 79. Can very easily score a few more points next year. Data collection, continuing education. Lunch N' Learn webinar next week.
- Chocolate Escape event this Saturday.
- Holly Jolly 30-day report distributed via email for review.

➤ **Old Business**

- None.

➤ **New Business**

- Creative Communities Partnership Grant. 5 applicants. Alex noted that while we do have quorum, two voting members are missing tonight. Applicants are First Night Winchester, Shenandoah Arts Council for ArtScape, Skyline Indie Film Festival, 1455 Inc. for a literary festival (2nd year), and YDC Selah Theater Project for free outdoor performances at the Taylor Pavilion (new program). Greeley suggested sending an email to OTAC members to have them really read the applications. Do their due diligence to really read and make informed decisions. Consensus to push back vote to March meeting.
- Town Square Legislation. Would allow drinking opening in the designated area 12 times a year. Success so far in Manassas. Required to have a disposable cup with business logo on it. No issues in Manassas. Commercial Lifestyle Center License. 25-acre zone. Indian Alley & Walking Mall. Signs would be posted along the border, but do not need checkpoints. Police Department is ok with idea and would have strict fines for violations. Alcohol has to be purchased from a restaurant in the zone. Does not cover outdoor vendors. OTAC could make a motion to recommend to City Council that they pursue the legislation. OTWBA is very interested. *Charlie Fish moved to request that council explore the possibility of enacting town square legislation. Seconded. Discussion. How does this affect businesses that don't normally sell alcohol? Is additional insurance required? Would the City need additional insurance? Shawn responded, not to his knowledge. Motion passed 3/0.*

[Greeley Myers left 6:13 p.m. No longer have quorum]

- OTWBA egg request and request for City to pull permit and insurance for event. Concern because businesses not seeing a benefit. People come down for hunt and leave. Does it benefit restaurants at all? Event started in 2010 by OTWBA. Would need a press release if not holding the event. Comment about possibly skipping a year and relaunching next year with a new concept. Consensus to go back to OTWBA and put on OTAC March Agenda.

Meeting concluded 6:22 p.m.

The next OTAC meeting will be on **Thursday, March 5, 2020 at 5:30 p.m. in Rouss City Hall**. Reminder to read through the CCP Grant applications.

Minutes respectfully submitted by:
Sarah Acuff Chapman, Development Services Assistant