



## OTAC Organization Committee Meeting Minutes

Thursday, 2/6/20 · 9:00 AM · Cameron Conference Room, Rouss City Hall

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**Attending:** Greeley Myers, Kim Craig, Justin Kerns, Holly Redding, Alex Flanigan

Shirley Dodson was regrettably unable to attend the meeting but submitted an agenda and materials for review.

Greeley provided an overview of the Organization committee's mission and current projects as well as a summary of the OTAC and its relationship to Virginia Main Street.

Holly presented her rough draft of the OTAC & VMS portion of the recruitment "white page". The committee reviewed and provided feedback. Justin recommended including the mission and vision statement on recruiting materials. Greeley and Holly agreed to collaborate on the final complete draft to complete by the general business meeting.

Alex provided an overview on the concept for the "Love Our Locals" event, a redesigned "block party"-style stakeholder meeting intended to engage a broader segment of the community and generate public input. [see attached notes] Alex explained that the Love Our Locals event would also be used to guide the design and build enthusiasm for the Winchester LOVE letters being built to celebrate the 50<sup>th</sup> anniversary of the Virginia is for LOVERS campaign. Justin expressed support but suggested that a public input wall would need to be carefully minded for obscenity, citing similar instances in Charlottesville. Greeley recommended using digital documentation to preserve the wall's initial responses before they became subject to alteration.

The committee discussed scheduling for the Love Our Locals event. Alex stated that she and Shirley had suggested a spring event, shortly after Apple Blossom, possibly in conjunction with the Farmers Market. Kim inquired as to what the traffic patterns on the mall tend to be and recommended that the meeting time be prioritized based on that information rather than any other event—perhaps on a Saturday afternoon.

The committee agreed to spend the next meeting nailing down details on the Love Our Locals event and to finish up the white page on personal time.

**The next meeting will be March 5 at 9:00 AM in Cameron Conference Room.**