



OTAC EV Committee Meeting MINUTES 3-3-2020

- **Welcome Kit Project**

Bonnie Landy is unable to make future EV meetings but Kaylie Riggelman is able to send in the BAR guidelines that Bonnie was tasked with. Nate mentioned that he will speak to local photographers about using downtown photos for the guide. Nate will also speak with Dawn from Compass West regarding a testimonial for starting a business in Old Town. The group decided to include information on obtaining a signage permit in the guide. Shirley presented the group with a “starting your business” guide from the City of Lynchburg and it was decided that the Old Town guide should have a similar design and layout. Holly wrote a welcome message to be included in the guide that she read to the group.

Next Steps: Nate will share the dropbox link with the team. Once all of the information is compiled into dropbox, Shirley will work on formatting and design.

- **Business Captain Program**

It was decided that a “New Business Ambassador Program” would be a more fitting name for this initiative. Members from OTAC can be assigned to welcome new businesses that are opening and distribute informational resources. Board members would also be expected to visit the new business regularly in their first three months of operation. Holly recommended that we keep a database of vacant commercial properties and update that as businesses fill the spots. We should also be proactive in reaching out to realtors and landlords to determine if spaces have been leased.