

Attendees: Lauri Bridgeforth, Beau Correll, Scott Dawson, Marilyn Finnemore, Cory Garman, Melinda Kramer, Mark Lore, Andrea Smith, Susan Touchette, Jennifer Bell and City Manager Dale Iman
Absent: Terry Bohan, Rick McClendon (Notes taken by Sarah Acuff Chapman)

1. Call to Order

- Approval of Previous Meeting Minutes – approved unanimously.
- Expenditures Report – no questions
- Election of Officers – Chair and Vice-Chair
 - **Motion to keep current officers - Approved unanimously. Lauri's term will be up in October 2014.**
- Set OTDB Meeting Calendar
 - **Motion to approve 2014 OTDB Meeting Calendar – approved unanimously.**

2. Chair Updates

- Branding Task Force update – The draft schedule for the Arnett Muldrow & Associates visit to Winchester was provided in the board packet. The OTDB will meet with the consultants at 4:30 p.m. on February 18. Board members were asked to email Lauri with their thoughts if they are unable to attend the meeting. Board members are welcome to attend any of the scheduled sessions. Jennifer asked that members wishing to do so notify her in advance to ensure public meeting laws compliance.
- Holiday Events – Holly Jolly had many event cancellations due to snow, including the wagon rides. There were still carolers on the mall, storytelling, and an estimated 100 people attended the Victorian Candlelight Ball. Santa's Headquarters had a good attendance despite some snowy weather. The Parade and Tree Lighting were good events. First Night Winchester was very successful this year. It is supported by the OTW through an arts grant. Parking numbers were up this year from 2012. This year the Trolley was used to carry people between venues. The Welcome Center was used as the First Night Headquarters and selling FNW Buttons. This location seemed to work out well. The OTW is a key sponsor of this event.
- Parking Authority Representative – Kim Burke will continue to serve as the OTDB representative to the Parking Authority as she was appointed by City Council to this position through 2015. She will provide updates to the OTDB.

3. City Council Updates - Dale Iman

- City Council is discussing the creation of a Storm Water Utility. The city needs a funding source for new federal and state regulations as well as Chesapeake Bay Watershed regulations. Requirements include filtering storm water and upgrading the system to increase water quality and decrease flooding. Expectations are that there will be \$23 million in expenditures over a 5 year period to meet the new mandates. The city has two options for funding. 1. Share the cost with all property owners. 2. Select property owners will bear the entire cost. City Council is 1 month into a 6 month study that will lead to a proposed vote.
 - How will the cost per property be determined? Depends on the property size and amount of impervious cover (roof, blacktop, etc.). Cost is not a tax. It's a utility just like water and sewer that everyone pays.
 - Will this be an ongoing expense? It will taper down as new infrastructure is added and old infrastructure replaced. It will be a benefit to owners if they build water detention/retention areas and implement BMPs (Best Management Practices).

- The City is now required to approve new development plans which means the city will need to hire an additional staff member to meet the requirements.
- The Fire Department brought a proposal to expand fire inspections. City Council will discuss the issue more at the Jan. 28 Work Session.
- Flood Insurance has increased 1000% from \$2,800 to \$28,000. Flood insurance is required to get a mortgage. Upper Floor Residential is impacted. The City supports the relief measure currently in the State Senate.
 - Is it possible to shift the Floodplain because of new storm water system? It's possible, but very difficult. The Town Run is an issue.
 - We have shale based ground. Floodplain is based on 100 year flood.

4. Committee/ Work Plan Updates

- Design –
 - Cory has stepped down at Design Committee Chair effective immediately. If anyone is interested in chairing the committee, please contact Lauri.
- Promotions – Mark
 - Parking Elf Program delayed start due to weather, but then went well.
 - Event planning is on hold pending more discussion.
 - Chocolate Escape event – encourage participation. Restaurants are in favor of the event. Will be combined with First Friday. Wagon Rides 5-7 p.m. sponsored by Union Bank. Fee from restaurants will pay for the rack card and advertising.
- Economic Restructuring – Scott
 - Team did not meet in December. Plan to meet next week at the Welcome Center. City has given maps to use.
- Organization – Rick
 - No report – Rick M. absent

5. Downtown Manager's Updates – Jennifer

- Attending Jan. 22-24 VA Main Streets retreat in Staunton, VA.
- Received an advertising proposal from the Winchester Education Foundation.
 - Option 1: Special Events Contract
 - Option 2: Consider adding to budget to promote shopping and dining downtown.
 - Option 3: Decline proposal if not a good fit
 - There is no current advertising contract with anyone else. OTW uses VA tourism, Winchester Star, NV Daily.
 - Will discuss more during the OTDB retreat in Feb.
 - Questions. Was the proposal given to the OTWBA? Don't think so. Believe this to be an OTDB exclusive offer. Where will we get \$1500.00 to pay for the advertising? How effective would the marketing be? Lauri shared that tons of people attend the sporting events who would also be our target market.
 - Melinda shared that we need to look at our priorities in the budget. Reinvent families coming downtown. Lots of travelers. It would be nice to be in the VA guide.
 - Need to take into account our budget.
 - **Action Item: Add to Promotions Committee agenda.**
- FY2015 Budget Proposal
 - Jennifer explained the proposed budget compared to the current budget, line by line.
 - An additional \$124,000 needs to be requested from City Council for the Special Events Contract Expenses. The revenue from the special event contract events gets returned to the city with the goal of revenue equaling expenses or coming close (not including the retainer).
 - The largest line items that are variable are the \$2000 for the Victorian Ball Dancers/Carolers and the \$1000 for promotions advertising.

- **Motion to support the proposed budget.** Discussion. Beau believes that there needs to be more cost-cutting. Request to Table the Decision until after the discussion at the Feb. retreat. Melinda said that the budget is the same as previous years and there aren't any surprises therefore there is no need for more discussion. Jennifer added that revisions can be given to Dale even after the board approves the proposed budget. Andrea shared that all the board members have had the budget to review since early Dec. Beau stated that the board hasn't had the opportunity to discuss it together. Cory added that it is a practical suggestion to offer other ideas.
- **Scott withdrew his motion to support.**
- **Motion to table support of the proposed budget until the end of the Feb. retreat. Motion approved 8-1.**
- Downtown Holiday Tree – thank you to the many who were involved with this project. Steve Shendow had a photo book made for the Welcome Center.
- Event Updates – Dario
 - In the process of reviewing each event for ways to cut costs. New event is KidzFest featuring music, art, education, and sports. Replaces the Salute to the Troops event.
 - Branding Campaign – have scheduled a series of meetings with local organizations like the OTWBA.
 - Met with Mark Bates and Dan Kalber to discuss October Fest. Plan to add a “brats & beer haul”, talked about configurations and ideas. Taylor Pavilion will add a new venue. Mark has made maps for security access points for alcohol.
 - Full Circle Marketing goals & accomplishments. Meals tax is an intangible measure of success in some part.
- Taylor Facility Use Agreement – Working with Economic Development to establish management guidelines. Hope to discuss board ideas at the Feb. retreat. Management Group (Taylor Pavilion, LLC) will have 5 yr. management of the space. Projected opening of the pavilion is April. Anticipate using the space for June events.
- Design Intern – OTW has an unpaid intern assisting with graphic design. Ashley Kincaid is a SU student majoring in Mass Communications.
- OTDB retreat for February 6 at Union Jack on the 3rd Floor. 10 a.m. to 4 p.m. Itinerary coming soon. From 3-4 p.m. is the official OTDB meeting and a quorum is needed. Please email R.S.V.P.s for lunch.

6. Events Discussion

- Mark asked if there is a path to hand over the contractor's events after the 3 year contract is up.
- Dario said that Mark Bates is helping to build onto the current event. Feels we should cross promote events in Old Town regardless of who is sponsoring the event.
- Lauri asked Dario to define cross promote.
- Dario - posting on Facebook, creation of a website for approved special events, perhaps internal email. Information table at FCM events where other events can advertise. FCM have info at other events. Maybe leverage media costs. Rack Card listing events.
- Melinda shared that she had spoken with Council President John Willingham and he said supporting all events in Old Town is the end goal. There is room for all events to flourish.
- Lauri asked “What do we as a board want to achieve with these events?”
 - Mark suggested that would be a good discussion for the retreat
- Suggestion of a downtown stakeholder survey, especially for businesses, and incorporate the feedback into the retreat discussion.
- Marilyn – Would collaboration allow for more traditional programming at October Fest? Mark Bates sharing ideas with Dario. OTWBA concerns were with the organization and layout of the event, specifically the event should be free, the hours changed, and the layout reconfigured. Working with Dario resulting in a more traditional Oktoberfest in the end.
- Event Calendar – Jennifer
 - OTW has created a formal schedule of approved events. Also, we have a broader scope calendar for reference in planning including an OTW subset. This broader calendar is for internal office management. The published calendar is for the OTWBA, OTW and other

groups. The OTW website redesign will have a calendar to view and have people submit events for inclusion on the calendar. We are working on a way to improve the approval process for the calendar.

- Question of if we need a Special Events Policy. Can time be blocked for a sanctioned event? Possibly an ordinance. For example, on July 3 there shall be only 1 event in the downtown. OTDB needs to set clear standards to take to City Council.
- Cory – downtown isn't an event center. It's public space and there are businesses operating. Clearly, there need to be goals, but also need a testing period to figure out how to manage. Other things happen downtown other than events.
- Melinda – parameters & expectations for being on the mall. It's important to have signature events. Primary tier, secondary tier. Hedge away from things being too expensive for the average family. Admission fees can get expensive.
- Scott – look at other communities for their policies, fees, etc. Need to be put in writing. Rick is working on this.

7. OTWBA – Christine Patrick, President

- Christine is available most of the time at the Winchester Book Gallery.
- OTWBA has a new website. Otwba.com.
- Developed a promotions/event form to collect information
- Meetings are the 1st Tuesday of every month at the GW hotel at 6 p.m.
- Winchester Star Ad Header/Pages – Left page is always OTWBA information. 6 right pages will also be used by the OTWBA. Offering the other 6 pages to OTW if interested.
- Support for keeping the Apple Blossom Midway off the mall like it was in 2013.
 - Jennifer attended the AB meeting. The Midway will not be back on the mall.
- What is the procedure for notifying the city of safety concerns, for example, ice on the mall under the archway.
 - Jennifer will find out the answer and let Christine know.
 - Encourage neighborly conversation about snow removal

8. Public Comments - none

9. Adjournment at 7:20 p.m. Next meeting – Retreat. Thursday, February 6. 10 a.m. – 4 p.m. Official OTDB meeting 3-4 p.m. Union Jack, 3rd Floor.