

**1. Call to Order**

- Review of Previous Meeting Minutes
- Expenditures Report Review

**2. Security in the Downtown – Guests: Officer Trey Rounds and Sergeant Schraff**

**3. Chair Updates**

- Chair Election
- Parking Validation Coupon Program
- VMS Meeting

**4. City Council Updates**

**5. Committee/ Work Plan Updates**

- Design
- Promotions
- Economic Restructuring
- Organization

**6. Downtown Manager's Updates**

- Event Updates
  - Downtown Tailgate September 5 & 6
  - Sunday Jazz Series
  - October Fest October 17 & 18
- Other

**7. Old Town Winchester Business Association**

**8. Public Comments**

**9. Adjournment: Next meeting – The next regular meeting will take place **November 6, 2014 at 5:30 in City Hall 4<sup>th</sup> floor exhibit hall.****

**Attendees:** Lauri Bridgeforth (Chair), Terry Bohan, Beau Correll, Scott Dawson, Marilyn Finnemore, Cory Garman, Mark Lore, Rick McClendon, Susan Touchette, and Andrea Smith. **Downtown Manager:** Jennifer Bell. **City Manager:** Eden Freeman. (Notes taken by Sarah Acuff Chapman)

- **Call to Order**
  - Approval of Previous Meeting Minutes – approved unanimously.
  - Expenditures Report – no questions.
- **Chair Updates** – Lauri will rotate off the board after the October meeting and a new Chair is needed.
  - **Nominations. Board Chair.** Susan nominated Scott Dawson for Board Chair. Andrea seconded. Beau nominated Cory Garman for Board Chair. Rick seconded. Request that nominees provide information on why they would like to be chair. Request that votes be cast by secret ballot. No objections. **Board Vice Chair.** Scott nominated Rick McClendon. Cory seconded. **Motion to close the nominations. Seconded. Passed unanimously.** Nominees asked to provide Jennifer with their position papers in the next 2 weeks.
  - **Food Trucks.** Lauri emailed board members link to an article printed in the Winchester Star about food trucks in Winchester. Issue that the board will probably face at some point.
    - How did hot dog vendor get started?
      - Not a food truck. He's a vendor on the Loudoun Street mall.
    - Distinguish between vendors with stands and people with trucks?
      - Yes. Policy in place on vendors.
    - How different?
      - Because of the vehicle on the mall prohibition. Issue is not the business, but the vehicle.
    - Ultimately, the city restricts vehicles on the mall. Issue was looked at when the mall reopened and council decided on the 7:30-10:30 a.m. time frame for when vehicles are allowed on the mall for very specific reasons. This is the distinction between and vendor and a food truck. Rick requests a copy of this policy.
    - Subject to tax?
      - Yes, but not paying the special assessment tax.
    - City has issued permits for food trucks in the past. The standard way permits have been issued is a temporary permit (14 days) or seasonal permit (90 days) from zoning and permitting. Get Winchester business license from the Commissioner of the Revenue as a vendor and set-up on private property.
    - Eden shared that there was a policy discussion with City Council. Food trucks can't be on public property. Can get permission from a private property owner, for example, Braddock Street United Methodist in the downtown. Have to have permission. Not only does vehicle ordinance prohibit trucks on the mall after 10:30 am, the truck in question is 23 ft. long and exceeds the weight for what you can have on the mall. City staff is having a broader discussion about putting together a packet for anyone interested in having a food truck. Contain information on all ordinances that apply. Very interested in OTDB feedback as staff works to develop packet.
    - Food trucks common in DC, but so are trucks that sell t-shirts and hats. Is that what Winchester wants? Predictable that this issue will present itself and needs to be addressed.
    - Cannot meter feed. Cannot take up more than one parking space. The way the city ordinance is currently written, a truck cannot park at a meter and feed the meter. Private property will require permission of the property owner.

- If on private property, owner can charge them rent, require to pay insurance, etc. In that case, playing fair with other businesses.
  - But not paying special assessment tax.
  - But whoever owns the lot, is paying that tax.
- Lauri's original question. Does the OTDB want to do the research and will the city eventually need a policy on food trucks and does the OTDB want to take that up?
  - Based on Eden's comments, seems that the city is already addressing the issue. Eden does welcome feedback from the OTDB. Give to Jennifer and she will pass it on to staff.
- Can food trucks get a vehicle permit for the mall?
  - No. Permits are for maintenance, etc.
- As part of a Special Event, trucks could be on the mall?
  - Previously, there have been smaller trucks on the mall as part of an event.
- Technically, they could set up on any given weekend?
  - Only if under a Special Event permit and small enough.
- Is there any reason to believe that the Health Codes that apply to restaurants are more lax for this type of business?
  - No. Subject to same inspections and required to provide proof to get a business license. Also have to collect meals tax.
- City-wide issue, not just Old Town?
  - Yes, but generally trucks want to be downtown
- Question of aesthetics and vendors. Permits issued for vendors and a tent that is a certain size. Then there is "creep" boxes, coolers, chairs, etc. that go beyond the original permit space. Not aesthetically pleasing for the walking mall. Issue needs to be addressed by OTDB. Issue during special events as well.
  - Does Special Events Policy address aesthetics and vendors? Can it be amended to add something about this?
  - Does the vendor policy address this? No, not aesthetics. Just technical requirements like business license and insurance, etc. The city does not decide what type of vendor is allowed.
- What if require BAR approval for vendors operating more than twice a month? Or some other kind of board approval because they are essentially becoming a fixture downtown and the aesthetic concern comes in.
  - Thinking about criteria and threshold numbers could be something for a few people to flesh out, perhaps design committee.
- Lauri – what kind of direction should this board take in regards to food trucks?
  - Sounds like city council already has a plan. Can make vendors the topic for the next design committee meeting.
- People get permits and do people go back and check compliance? Creeping, volume. Is it worth telling people when they apply for permits that someone from the city will be checking the aesthetics of the event and if you violate any of the things in your permit, you have a fine?
  - Can discuss.
  - Police chief can withhold a permit if someone violates the terms. Police are scheduled to patrol. With vendors on the mall, no, they are not checked every day. May be checked on initial set-up or periodically.
  - Aesthetics are personal taste. Do we want to spend our time addressing something like that? How measure? Be clear on what we mean by aesthetics.
  - Police patrol events for illegal or non-permitted activity.
  - Noise level needs to be addressed. Several complaints. Noise threshold is high and measurement has to be taken from inside a building in order for police to enforce. Police will come out and measure if complaint is received. May become more of an issue as more residential space downtown.

- No issue right now for the OTDB to address regarding food trucks. Would like to get educated on current ordinances so informed if issue comes up in the future.
- **City Council Updates – Eden**
  - Next meeting is next Tuesday night, regular council meeting. There is no work session the following Tuesday. The next work session will be the last Tuesday.
  - Reviewing the Special Events Policy internally. Hope to have it on the work session agenda for the last week of the month.
- **Committee/ Work Plan Updates**
  - Design – Cory
    - Did not meet this month.
  - Promotions – Mark
    - \$1500 Winchester Education Foundation Sports Booster at Handley High School. Begin with football season, which starts this Saturday. Will be announcements at the game encouraging people to come down to the renovated walking mall in Winchester. Will be setting up an information table at the first game. Mark will be there 1-2 hours before the game. Others invited to join him. Sponsorship continues at home games now through the basketball season.
    - Still working on Piccadilly Street Block Party, scheduled for Oct. 11, 2-8 p.m. Challenge in getting the word out to businesses and getting people to commit. Goal of several bands toward the latter part of the event, afternoon scavenger hunt and raffle. OTWBA has offered to assist. Hope to have event set later this month so posters can be printed. Have a number of restaurants, bars and stores that are taking part. Plenty of verbal interest. Difficulty in pinning people down saying what they are going to do and going to offer. Also looking for some sponsorship.
    - Student Discount decals for downtown businesses participating. Give discounts to SU and LFCC students. Most downtown businesses participate already. Those that don't have been solicited by the Promotions Committee to see if they would like to give a discount of their choosing to students. More decals available to distribute. Let Jennifer or Mark know if a new business would like to participate. List is posted on the SU website and LFCC website for student to see.
  - Economic Restructuring – Scott
    - Did not meet this month.
  - Organization – Rick
    - Encourage people to participate at the VA Main Street Conference next Tuesday.
- **VA Main Street Conference**
  - Reception Monday night to welcome everyone. Meeting is all day Tuesday. Lauri giving opening remarks. Meeting goes into Wednesday. OTDB members invited to stop in anytime, particularly Monday night, to welcome attendees. Distributed agenda and volunteer sign-up sheet. Expecting about 50 people at the welcoming reception. Conference topics geared toward organization and promotions.
- **Parking Validation Coupons**
  - Beau and Jennifer met with members of the Parking Authority to learn more about the program and what they expected of the OTDB. Survey asking if people knew about the program and if they participate. A lot of people know about it, but a sizeable portion did not, but of those that did know, most of them do not participate. Talked about possibility of a discount offer in part to encourage participation by downtown businesses. Suggested that people buying prepaid tickets in bulk would receive a discount. Reception by the WPA was lukewarm. They have budgetary issues, and we do as well, but they do want us to market this for them. This is something they talked extensively about that they want from us. Suggested idea of getting a sponsor to purchase the prepaid tickets and perhaps have the logo of the sponsor on the ticket. Concern of OTDB budget constraints and whether or not we can

market this program for them. Beau's thoughts are that we don't make any money from this directly, however we are expected to kind of raise their money for them. There is a benefit to merchants, but essentially just a prepaid ticket. Applies to the parking garages, not the meters. Jennifer said that information booklets available for board members to pass around downtown. Something we could do that would just take volunteer time. Creating posters and establishing a list of businesses participating and signing people up takes more time and resources. WPA was receptive if we formally want to make a proposal to them. Currently have to purchase 100 tickets at time. Jennifer followed-up with Samantha at parking who said she penciled OTDB in on their next month's agenda. Hoping that if indeed the OTDB wanted a discount, we might make that case. Jennifer would like support from the OTDB in changing the budget to pay for the coupons that the Parking Authority needed to order to continue the program. They did that based on the agreement that we had previously assuming that was going to continue, which was \$744.00 that wasn't previously budgeted for but is an expense that we has agreed to cover as they agreed to purchase the validating machine in the past. Could consider continuing or not after this purchase.

- OTDB asked for this program to be created to benefit merchants. 2 issues currently.
  - It was previously agreed upon to pay for this year's program. Need a recommendation from the board to change the budget.
  - Do we want to continue/change the program in the future?
- WPA paid for the \$20,000 machine with the agreement that OTDB would pay for the coupons. Indefinite time frame. Started prior to Lauri's term (~6 years).
- Request to see the payment agreement. Does a previous board's decision bind a current board?
- **Motion to table this item and an agreement be produced in the coming weeks. Seconded. Motion approved unanimously.**
- **Request to address issue of new board member to fill vacancy.**
  - City Council regularly does interviews. Lauri made several councilors aware that there are vacancies on the OTDB, as Jennifer has as well. After October when Lauri ages off, there will be 2 vacancies. Don't know if applications have been received as they don't go to Jennifer directly. Applications aren't stored on file. If someone is interested, they have to reapply. Council interviews candidates as applications are received. Has taken a long time to fill positions in the past. Rolling application process. How do vacancies affect the quorum? Total number of members decreased so number needed for quorum decreased as well.
- **Downtown Manager's Updates – Jennifer**
  - Old Town Winchester App. There was an issue with the iPad download so the Apple version was pulled until fixed. Now available again. Mark will promote it at the Handley game. Now we need to reach out to businesses on how to use the app.
  - Events
    - Downtown Tailgate. Rain or Shine this coming weekend. Could use volunteers for evaluations. Also help pouring beverages and taking tickets.
    - FNL in August was successful.
    - Sunday Jazz Series –September 14, 28, and October 12. 1-3:30 p.m. at the Taylor Pavilion. In response to request by restaurants to have Sunday events and other requests for more cultural programming. Free. Will be the first public event at the Pavilion. Need to get the word out that it is a public space.
  - OTWBA – Plaid Friday. Encourage plaid use. Asking for ideas.
  - Welcome Center. Getting A-frame OPEN sign. Over 1600 people in the last year. About half were tourists. 2:1 parking at meters. Average numbers by day about the same.
  - Domain names. IT dept. notified Jennifer that we have numerous. Perhaps original intent was to keep others from using them. \$15-20/year each to keep. Still a good idea? Believe they all redirect to current page. Consensus was to keep them.

- Sarah's 1 year anniversary.
- PHW 50<sup>th</sup> anniversary celebration to be held at the Taylor Pavilion. Invitation extended to OTDB members.
- Over 8000 likes on Facebook.
- Happy Birthday, Lauri!
  
- **OTWBA – Christine Germeyer**
  - Nothing to report other than discussion about food truck. Owners were looking for assistance from OTWBA but unless they went through the proper channels to obtain what they needed to put themselves on the mall or at either end, nothing the OTWBA could do. Brainstormed places the truck could go on private property. Lauri is member at Braddock Street UMC. Could be point of contact if interested in the parking lot.
  
- **Public Comments – Susan Touchette**
  - Downtown signage at Splash Pad to report suspicious activity, call non-emergency number. Could we get behind this and have one put up? Concern over adults without children watching children playing. Susan happy to look for sponsorship to pay for it. Important to address when marketing a family friendly thing.
    - Bring up topic from last meeting about police downtown, in uniform or plain clothes.
    - Cory not sure putting up signage is the right message for Old Town. Possible to have conversation with a rep. from the police department at the next meeting? Can request downtown officer to come.
    - Some discussion at OTWBA meeting. Officer attended meeting. Said if suspect suspicious activity, call the non-emergency number. Police have to be there to see what's going on and question the individual. Don't wait and post concerns later or a day later. Do it when you see it.
  
- **Public Comments – Beau**
  - Crosswalk Update? Safety issue at SVDM. Staff met internally and developed 3 proposals. Public Works agreed to speak with the resident and business owners in the alleyway to discuss the proposals with them to see if it would be an inconvenience for them to change the way the alley is currently structured. Expect a report fairly soon.
    - Change route of exiting, change alley to 2-way so not an exit point on Piccadilly, change to 1-way the other directions, but concern about people pulling in and not noticing people walking behind cars and signs. Not as favorable.
    - Beau commends staff for taking the time to address the issue. It's a huge safety issue.
    - Eden – surveys went out last week and should have answers/responses back by the end of the week or early next week.

**Motion to adjourn. Seconded. Approved.**

**Adjournment at 6:51 p.m. Next meeting –Thursday, October 2 at 5:30 p.m., Rouss City Hall, 4<sup>th</sup> Floor Exhibit Hall**

<b>Professional Services/Special Events</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - September	\$72,708.00	\$5,945.00	\$54,873.00
Event Expenses W-44		\$4,860.67	
Event Expenses W-45		\$4,690.37	
Event Expenses W-46		\$4,154.30	
Event Expenses W-47		\$4,626.44	
Event Expenses W-48		\$3,787.24	
Event Expenses W-49		\$4,110.59	
<b>FYTD Account Total</b>	<b>\$196,700.00</b>	<b>\$32,174.61</b>	<b>\$108,357.34</b>

<b>Professional Services/Other</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Web Content Management for August		\$500.00	
Annual Web Hosting Upgrade		\$275.00	
<b>FYTD Account Total</b>	<b>\$10,100.00</b>	<b>\$775.00</b>	<b>\$8,710.00</b>

<b>Telecommunications</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
Work Cell Phone for August		\$49.74	
<b>FYTD Account Total</b>	<b>\$720.00</b>	<b>\$49.74</b>	<b>\$620.49</b>

<b>VA Arts Local Challenge Grant</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
First Night Winchester		\$3,333.66	
<b>FYTD Account Total</b>	<b>\$10,000.00</b>	<b>\$3,333.66</b>	<b>\$0.00</b>

<b>Misc. Charges</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
VA Main Street Essentials - GW deposit		\$600.00	
<b>FYTD Account Total</b>	<b>\$0.00</b>	<b>\$600.00</b>	<b>-\$600.00</b>

<b>Other Operating Supplies</b>	<b>Budgeted</b>	<b>September Expenditures</b>	<b>Current Balance</b>
A-Frame		\$202.90	
A-Frame Signs		\$51.50	
<b>FYTD Account Total</b>	<b>\$3,250.00</b>	<b>\$254.40</b>	<b>\$2,995.60</b>

## **Statement of Intent for the Position of OTDB Chair – Corwyn S. Garman**

The renovation effort by the City of Winchester has revitalized Old Town and created new opportunities for growth. Now more than ever, stakeholders need an experienced and active Board to convey their concerns to Council. I began working with the OTDB in 2008, by joining the Economic Restructuring committee. Two years later, I served on both ERC and Promotions. In the days before the renovation, these committees focused on attracting visitors and improving the overall experience downtown. We implemented business surveys, offered resources and programs for businesses, met with various city departments over policies, and planned holiday-themed events. I joined the OTDB in 2011 because Old Town embodies a sense of place and community spirit that I value greatly. I also have a personal stake in the success of Old Town. My wife works for a local business on the mall, Michael Callahan and Associates. My family operates a retail business on the mall, The Purple Fern. Many of my friends are employees or stakeholders who operate or work for businesses and restaurants on the mall. I strongly believe that Old Town is the heart of Winchester. It is the cultural hub that offers visitors and residents a chance to experience the best our community has to offer in a setting that many agree best reflects our rich heritage.

If you choose me, my intent as OTDB chair is to build upon the good work done by the City and previous board members, sustaining a mission that supports and promotes property and business owners; those that pay the special assessment tax, and those whose livelihoods depend upon the vitality of Old Town. An advisory board such as ours is only relevant if it represents and engages those that are actively working to accomplish this mission. As such, we must grow the Board and continue to advise City Council, as well as maintaining our status as a Virginia Main Street community.

Here are the goals that I would like to achieve as Board Chair:

### **1. Build membership**

Develop listings of potential new committee members and future OTDB members, with a focus on increased participation and involvement of stakeholders. We need to identify those that might like to volunteer, get them involved in committees, and grow them into future OTDB members. This is an organic way to strengthen the OTDB, with knowledgeable and active members. We also need to make Council aware of these prospective members, as they ultimately appoint new Board members.

### **2. Develop a new strategic plan and streamline committees**

One important change that we can make together is adjusting the schedule for the OTDB retreat and strategic plan, which often occurs in January or February, after or around the same time City staff submits budget requests. We can gain better support for our actions if planning is done in November, ahead of budget deadlines. We can also work together to better identify issues that are collectively addressed by the OTDB, and create a simple plan of realistic goals for each committee. I would like to explore a revised meeting structure for committees, bimonthly or quarterly, and shift that time to tackling tasks and engaging stakeholders, rather than sitting in meetings

**3. Set priorities for advocacy and volunteerism**

The OTDB is uniquely structured in comparison to most Main Street communities. Many of these communities are not funded by a special tax assessment, and as such rely heavily of volunteerism to achieve their goals. The OTDB has both funding and support from City departments to achieve its goals, yet our actions can also be the work of those in the community who want to contribute time and resources. Our committees present the obvious vehicle for recruiting and utilizing community volunteers, while the OTDB collectively can provide advocacy for Old Town stakeholders. We need to consider how much of our time and effort are devoted to these two aspects of our purpose, and which best serves Old Town.

**4. Evaluation of all outstanding contracts and agreements**

It is imperative that OTDB members are aware of all existing commitments in order to make informed decisions and take actions that have clear, measurable benefits to Old Town. At my suggestion, and thanks to the efforts Jennifer and Sarah, you have all received binders which will be updated regularly with current information provided at OTDB meetings. These binders are designed to provide a reference at all times during OTDB business.

**5. Ongoing training for existing members and orientation for new members**

Encourage participation in learning opportunities related to National and Virginia Main Street models and methods.

**6. Develop and maintain guidelines for Old Town**

Drafting guidelines is a big part of what we do, and one of the major successful contributions by the OTDB. We will continue to address guidelines for the Taylor Pavilion, events, street closings, public safety, and aesthetics, and work to see our recommendations become part of City policy.

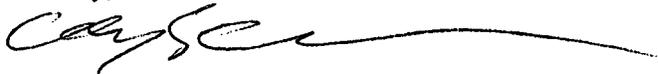
**7. Encourage Board member participation/volunteerism**

As OTDB members, the public isn't always aware of our contribution. We need to be more involved in conducting surveys at OTDB sponsored/approved programs. This is one area where our mutual effort can produce data that will both inform our stakeholders and improve our future decisions. Another such issue that will take a team effort is way finding signage, which will be a big factor for attracting future visitors from broader markets.

Much of what I propose in this statement focuses on the OTDB, and how we may hone our processes to function more effectively. Together, we can work to ensure Winchester continues to thrive, and grows to become widely accepted as the premier location throughout our region for business, shopping, dining, and entertainment.

Thank you for your consideration.

Sincerely,



Corwyn S. Garman  
OTDB Member and Design Chair

To: Old Town Development Board Members

From: Scott Dawson, Vice Chair OTDB

I was asked at the last regular meeting to share my thoughts with the board about my vision of the direction that I would like to take the OTDB as its chair.

I believe our board can better serve the city by advising Council on forward thinking policy for Old Town, rather than reacting to what is being reported in the paper or in social media. I hope that, as a board, we can establish a list of short-term and long-term goals on which we can focus our energies. I also hope to work with Council on establishing these goals. These goals can be achieved through stronger, more focused, committees with active board members alongside other community stakeholders. Our ultimate goal should be to continue to improve the appeal of Old Town for investors, developers, business owners, residents, and tourists, whether they are local, regional or destination seekers.

Through these strong committee meetings, we can work on the nuts and bolts of this forward thinking policy, instead of hashing out the minutia at full board meetings. This will hopefully reduce the length of the board meetings as well.

I believe we need to recruit strong board members, strong committee members, and volunteers.

This next year will be the final under the existing contract for Dario Savarese and Full Circle Marketing. The OTDB needs to get in front of the contract expiration date, and work with council to establish what we collectively envision for the future of Old Town events. This will be one of the biggest challenges for the upcoming year, and I look forward to working on it.

Lastly, this Chair position, as I see it, will require a large commitment. As such, I have the full support of my family and my team at NW Works to commit the time and energy that I think this role as Chair deserves.

I am honored to be a nominee and I hope to be the next chair of OTDB.

Cheers,

A handwritten signature in black ink, appearing to read "Scott Dawson". The signature is fluid and cursive, with a long horizontal stroke at the end.