

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

**1. Call to Order**

- Approval of Previous Meeting Minutes – approved unanimously.
- Expenditures Report – no questions

**2. Chair Updates**

- Branding Task Force update – Lauri stressed the importance of involvement in the process. The OTDB roundtable with the consultants will be Feb. 18 at 4:30 p.m. at the Bright Box Theater. “If you hear anyone on the street ask “why are we branding?” please let them know it’s for a consistent look and message for advertising.”
- Winchester Education Foundation Sponsorship Proposal – Promotions committee recommends. A Motion that the OTDB provide for funds for the Winchester Education Foundation Proposal for Handley High School to support Old Town Winchester in the budget for 2014/2015 actual implementation to be determined..... No Second. Motion did not pass.
- Proposed Budget Recommendation – Jennifer was asked when the approved budget is needed by. She will meet with Dale Iman in a week and a half. Ideally, the OTDB will have a recommendation today.
  - For the Branding Implementation, funds go through the Special Events Contract. Supplemental request for funds separate from the budget. Comment made that the supplemental part makes it seem like branding isn’t a priority. Jennifer stated that is just the way the contract was set up. Funds have to be requested. The existing budget includes funds for a new OT Guide with the new brand as well as a new website look with the new brand.
  - Event expenses come from a supplemental request. Any revenue from the events goes back to the city. Some funds for branding have already been requested and are in the current budget.
  - The OTW will need to request supplemental funds for brand implementation.
  - The budget for the Victorian Ball is \$2000.00. Comment was made that if we don’t want repetitive events, why do we have 2 balls?
  - **Motion to recommend the proposed budget with supplemental funds for the implementation of branding. Seconded.** Discussion
  - **Motion to amend the motion to remove \$2000.00 from the Victorian Ball and move \$1500.00 to the Winchester Education Foundation sponsorship proposal. Motion to approve the amendment Seconded.**
  - Discussion: Why is there a line item for website/social media? We have a hired person to maintain the OTW website and social media. \$7200.00 is for those services, not the particular person. OTW staff does not have the time to maintain the website and social media on a regular basis.
  - **Motion to approve the proposed budget recommendation motion. Seconded. Motion passed with one member (Beau Correll) opposed.**

**3. City Council Updates - Councilman Weber not present.**

- Scott asked if a new councilman can be assigned to the OTDB. Jennifer said that council person is appointed by the City Council.

#### 4. Committee/ Work Plan Updates

- Design –
  - Cory explained that he stepped down as Design Committee Chair because of other commitments. He will work with Jennifer and Lauri to get new members and a chair for the committee.
- Promotions – Mark
  - Turning attention to updating the OT Guide. Board members are asked to share comments, suggestions. The website will be updated as well.
- Economic Restructuring – Scott
  - Team met at a restaurant instead of at the Welcome Center. Walked up and down the mall. Using maps provided by the City to take an inventory of what is available and what could be put to better use. Currently there aren't that many places available. There are local owners not willing to update their buildings and there are out of town owners. Big Bang approach – get investors to buy out buildings. There are great assets on the team, but hard to get them all together.
- Organization – Rick
  - Ambassadors to businesses – need to get a list of local businesses from Jennifer and Lauri. Goal to have list by the next OTDB meeting.
  - Volunteers for the Welcome Center. Press release written. Jennifer will send to the City Public Information Officer.
  - **Motion to accept a statement of purpose for the event policy.** Statement is: “Aspirationally, all downtown events will foster a vibrant, engaging Old Town for our residents, stakeholders, and visitors. Such events should not incur a financial drawback to city taxpayers while increasing profitability to Old Town merchants and event vendors. **Seconded. Motion did not pass. 6 opposed, 3 in favor, 2 abstained.**

#### 5. Downtown Manager's Updates – Jennifer

- Chocolate Escape tomorrow evening. Please come out to support.
- Welcome Center: the computer and software for volunteers has been ordered.
- We are not sending out a monthly Newsletter pdf to stakeholders. OTDB members will be added to distribution list. Feedback is appreciated.
- Arts Grant: Description of the 3 organizations applying. Part of the process is explaining how the funds will be used. Need a recommendation from the board regarding who should get the funds if we get the grant and for how much so that we can apply for the grant by April 1. Question was asked regarding what the Arts Council does with the money it received last year. First Friday event. Drum circle, artists' tour, assisted with Celebracion. The ArtScape program is through separate funding. Grant matching funds are from Old Town budget, so money should be spent in Old Town. Question if the grant is a state grant. Are the recipients required to submit a review? Yes, recipients are expected to report on the use of funds. At this point, the OTDB has not set goals or other guidelines for this grant. Jennifer asked for help to work on this grant process in the future. Jennifer noted funds cannot be used for performers. Scott would like a formal accounting for how funds are spent by the Arts Council. Jennifer will follow up with the Arts Council.

#### 6. OTWBA – Ryan Hall, Member at Large, Dharma Studio and Web Strategies

- The OTWBA wants to be more active with the OTDB. Goal is to have at least one member at OTDB meetings.
- Question about Easter Eggs. Funds are included in the budget and have been approved.
- Lauri encouraged OTWBA members to attend the Branding meetings. Feb. 18 at 3pm. Feb. 19 at 8am; 6pm public meeting.
- Issue of disconnect between OTWBA and OTDB. Repair by coming to each other's meetings. OTWBA meets the 1<sup>st</sup> Tuesday of the month. 6pm at the GW hotel.

#### 7. Public Comments - none

**8. Adjournment at 4:01 p.m.** Next meeting –**Thursday, March** at 5:30 p.m., Rouss City Hall, 4<sup>th</sup> Floor Exhibit Hall