

Attendees: Lauri Bridgeforth (Chair), Terry Bohan, Beau Correll, Scott Dawson, Cory Garman, Mark Lore, Rick McClendon, Andrea Smith, Susan Touchette, Jennifer Bell. Assistant City Manager: Doug Hewett
City Council Liaison: Councilman Ben Weber Absent: Marilyn Finnemore and Melinda Kramer
(Notes taken by Sarah Acuff Chapman)

- **Call to Order**

- Approval of Previous Meeting Minutes – approved unanimously.
- Expenditures Report – question regarding reimbursement for Restaurant Week. Jennifer explained that it is payment of an invoice from 2013 that was not received until 2014.

- **Chair Updates**

- Lauri moved up the Arts Council Grant discussion on the agenda to accommodate members of the Arts Council in attendance. Jennifer reviewed that the deadline for the City to apply for the \$5000 grant is April 1. The OTDB matches the grant with \$5000, resulting in \$10,000 available to be awarded. As in previous years, this year three non-profit organizations applied for use of the grant funds using the generic City form to request City funds. The organizations are First Night Winchester, Bluemont Concert Series, and the Shenandoah Arts Council. In previous years, the \$10,000 was split evenly 3 ways.
 - At the February OTDB meeting, the board asked for the Shenandoah Arts Council to provide explanation as to how the grant funds they received were used. The Shenandoah Arts Council provided a written explanation that “the grant monies were used to pay for full color print ads, brochure, postcard and poster for the Open Studio Tour, held November 2013. The funds are also being used for the ArtScape banner program, to pay for the updating of both Call for Entry (adult and under 18); printing and snail mail of Call for Entry; design & layout of actual banners and the banner brochure. A small portion will be used to produce an event postcard and poster for the downtown furniture for June 6 & 7.”
 - There was clarification regarding the 2-year Memorandum of Understanding (MOU) for ArtScape, it does not require the City to give funds.
 - Mark asked how transparent is the process for awarding grants? Are we letting other non-profits know that the grant is available? Jennifer stated that there is no formal publicity of the program and very few specific requirements. The only stipulation of the Arts Grant is that monies cannot be used to hire performers and since special assessment funds are used it must be for projects in Old Town.
 - The grant application asks the non-profit organization what their strategy is for replacing funds in the future. This was brought up as a possible evaluative criteria.
 - The grant is not guaranteed. The City has to apply every year. The deadline is April 1.
 - **Motion to evenly split the \$10,000 grant evenly between the 3 applicants. Seconded. No discussion. Motion passed unanimously. Lauri abstained.**
- Taylor Pavilion – Economic Development Director Jim Deskins was asked to attend to address questions. He was not in attendance. Jennifer stated that the management agreement regarding the Taylor Pavilion was not yet finalized; it is her understanding that there is no relationship or agreement between the management company and the restaurant regarding the Taylor Pavilion. Tax credit incentives were available to anyone who went into the restaurant space. Beau started to ask about the city owning the space and Assistant City Manager Doug Hewett interjected that to ensure correct information is being given, questions should be submitted to Jim Deskins. Beau said that certain articles in the Winchester

Star talked about the restaurant catering the pavilion. Doug would not comment on what someone else said to the newspaper. Cory stated that he would like to see fairness to all businesses.

- ArtScape – Phase 2 – Discussing whether to expand the program to Braddock and Cameron Streets. Could have two possibilities - Two rounds of art work displayed or could move the art work to the secondary streets. May want to discuss creating a new MOU for when the current one expires. ArtScape used to use city funds now the Shenandoah Arts Council funds the project, but there is a MOU with the city because the banners are displayed on city poles. Scott asked if the board could see the MOU. Yes. Cory stated that if the City receives the grant, the board needs to clarify where the funds can be used. Jennifer replied that by passing the motion earlier in the meeting to evenly split the funds between the 3 applicants, the Shenandoah Arts Council can use the monies for the studio tour and ArtScape because they were included in their application. Scott shared concern about the length of time the banners are displayed. **It was suggested that the Design Committee might want to discuss guidelines for use of the banner space.**
- **Branding Update** – Jennifer Bell
 - A YouTube Video presentation of the branding concept developed by Arnett Muldrow was shown.
 - Timeline – in the near future, the concept will be presented to City Council. It would be helpful if the OTDB would make a recommendation to present the concept to City Council.
 - Councilman Weber asked if feedback from the OTWBA was sought. Yes – a member of the OTWBA leadership was present at the initial presentation by Arnett Muldrow.
 - Audience member, David Smith interrupted to ask, why the OTDB did not use Virginia Main Street’s free service. Jennifer replied that she approached Main Streets and because we applied for a \$20,000 Façade Improvement Grant we were not eligible for a \$5,000 matching branding grant. As part of his contract to assist with the Branding, Dario hired a consultant to lead the branding task force. The task force recommended hiring a branding firm. The branding task force sought applications from firms, both local and non-local. A firm was chosen and Full Circle Marketing entered into a contract with Arnett Muldrow. Funds were requested from City Council specifically for branding. OTDB Chair Lauri Bridgeforth asked that all further questions be held until public comments at the end of the meeting.
 - Mark asked if the board could see the brand next meeting with tweaks. Jennifer said that ideally, the board would recommend now, with tweaks, to present to council, then it would come back to the OTDB.
 - **Motion to recommend to send a revised version of the brand to City Council.**
 - Beau asked “what are we recommending?” There are many images in the presentation. Lauri responded that we are recommending the package concept. Scott added that it’s the styleguide, typeface, and use guidelines. Lauri added that businesses could use the logo.
 - Rick asked how many businesses had input? They received open invitations to 2 business specific discussion sessions as well as the public meeting. Approximately 60 people total attended. Rick added that we need stakeholder buy-in. The video presentation is now live on YouTube for people to view. The logo and branding is for Old Town. Businesses can choose to use them.
 - Suggestion for business captains to reach out to stakeholders for feedback.
 - Cory asked about the timetable for feedback and deliverables. Dario was asked to clarify. The punch list should be given to Arnett Muldrow 2-3 weeks after the initial presentation. About 8 weeks (around April 17) for deliverables. Can push back if needed.
 - **Cory requested a copy of the schedule.**
 - Councilman Weber did not recommend sending the presentation to council yet. The council is made up of 9 different personalities. Need a more focused presentation. Get a statement of buy-in from the OTWBA. Get stakeholder feedback.
 - Cory said motion should be to send feedback to Arnett Muldrow.
 - **Motion to task to Design Committee passed. Jennifer will present to OTWBA at their April 1 meeting.**

(Board Member Beau Correll departed)

- **City Council Updates** - Councilman Weber
 - City Council has been working on a number of items. Beautification of the city gateways, Cork St. fencing and sidewalks. Met with the school board to discuss the Kerr Elementary School. Excited with the Taylor Hotel. How nice for the Shendows to put on a reception for the Kee Construction workers; great camaraderie downtown.
 - Volunteered to be Block Captain for Boscawen Street. Was a block captain in previous years and it played a critical role in parking meters.

- **Committee/ Work Plan Updates**
 - Design –
 - Did not meet.
 - Promotions – Mark
 - Two issues discussed at last meeting. Event Policy and Taylor Pavilion. Came up with a few recommendations to give to Jim Deskins, specifically the need to avoid competition with downtown businesses.
 - Economic Restructuring – Scott
 - Did not meet.
 - Organization – Rick
 - Will give board members time to read through the revised Event Policy. 99% there.
 - Business Ambassadors – a listing by street was passed around for board members to sign-up.
 - Welcome Center Volunteers Press Release – only one response so far.
 - Lauri commented on the Event Policy. The OTDB is not mentioned at all.
 - Cory stated that with the contract with FCM, the board’s role is to approve the calendar of events and the budget for the events. He mentioned that the Downtown Manager is responsible for oversight and it is the City’s contract, not OTDB’s. Issues with events should be taken to the Downtown Manager or another City official. He felt the OTDB did not have approval of the calendar and budget last year and that a “Participant Satisfaction Survey” should be done by FCM for every event. The OTDB can advise on the event budget and calendar and the Downtown Manager welcomed comments from the OTDB. Corey stated that the City ultimately decides on events, not the OTDB.
 - Lauri began to ask Councilman Weber about the events but Councilman Weber stated that he could not comment on the Special Events Contract because legal had pulled an opinion.
 - Assistant City Manager Doug Hewett suggested that the current revision is a good policy for guidelines for City staff to review. Instead of including a fee structure, let the City Council decide on policy. OTDB should identify Policy Statements, for example, events should be inclusive, private events should pay their own way. Continue refinement process then present to City Manager Dale Iman and the City Attorney. They will package it for presentation to City Council. Administrative Policy is better than City Code in this respect. **Doug and Jennifer will meet to discuss and provide feedback to the Organization Committee.**
 - Councilman Weber stated that City Council is eager to see the Event Policy. He said Apple Blossom cost the city over \$100,000 last year. FCM event were designed to prime the pump for future events. Everyone needs to be treated equally and without a policy, it is hard to defend decisions.
 - Lauri also commented that the Event Policy did not mention a refund policy if an application is revoked or procedure if a check bounces. She asked should Dept. of Zoning be involved? It was clarified that the OTDB makes recommendations. City Admin. Staff works out the management and details.
 - Cory stated that the City already has procedures in place for dealing with vendors.
 - Andrea Smith will forward proofing edits to Sarah for revisions.

- Jennifer stated that something else to consider in the policy is signage guidelines.
- Mark asked if recommendations can still be given. Yes.
- **Downtown Manager's Updates** – Jennifer
 - Welcome Center: over 800 visitors to date.
 - Business Captains – discussed earlier in the meeting
 - Saturday Enforcement of Parking Meters is being discussed. At the feedback stage.
 - Parking Garages will be renovated this summer. Braddock will close for 3 weeks in August. No decision yet on where to put monthly parkers.
 - Point of Clarification – if board members have legal questions they should email Jennifer and she will get a response. If they have concerns regarding the Downtown Manager they should contact Assistant City Manager Doug Hewett.
 - FCM Events Update: Dario
 - **Will resend 2013 accomplishments to the board for review.** Working with local businesses. Events that were developed came from board discussions and the hiring committee. Continuing to make enhancements. Has an open door policy for questions and comments. Kidz Fest – community organizations are involved. Working with new sponsor and returning sponsors for events. Gateway and Jim Stutzman Chevrolet Cadillac. Working to enhance First Fridays. Movies on the Mall has a sponsor.
 - **Cory requested that Dario submit the events budget and calendar to the board at the next meeting.**
 - Terry – regarding concerns from businesses, do you talk with them? Yes. Email with Christine Patrick, OTWBA President. Working with businesses and restaurants to work with Kidz Fest (kids' activities in store, kids menus that day)
- **OTWBA** – Ryan Hall, Member at Large, Dharma Studio and Web Strategies
 - At the recent OTWBA meeting: March events overview, went over the First Fridays theme list from Jennifer, Rally in the Alley is coming up in April, Easter Egg Hunt, Apple Blossom. Heard from Mark Bates, Dario, and Main Streets Foundation.
 - Would like to see branding presentation at next meeting. April 1, 6 p.m. at the GW Hotel.
- **Public Comments - none**
- **Adjournment at 7:28 p.m.** Next meeting –**Thursday, April 3** at 5:30 p.m., Rouss City Hall, 4th Floor Exhibit Hall