

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

- **Call to Order**
  - Approval of Previous Meeting Minutes – approved unanimously.
  - Expenditures Report – no questions.
- **Chair Updates – Lauri Bridgeforth**
  - **Available funds and potential expenditures.** Review of what was spent and not spent. \$7000.00 remaining in Local Media Advertising budget. Dario was running ads as part of the special events contract. Superfluous for OTDB to spend money on the same thing. \$1300.00 remaining in Convention and Education budget because Jennifer did not go to the conference in Detroit.
  - Proposed expenditures with these funds:
    - \$1500-\$2000 for 12 or more banners with Old Town Branding.
    - \$600 for stickers for way-finding signs. Cover semi-circle area design with new logo.
    - \$1500 to print walking tour brochures. Most popular item at Welcome Center, after OT Guide. Tourists want to learn about history of the area and architecture in the area. Design Committee's previous concern was that the brochures looked dated and should do a whole overhaul. Would like to update but at this point we can have them printed as is and change the back panel to have the new logo. Winc-Fred. Co Visitor's Center has asked for them as well. Mark – every welcome center he's ever been to has walking tours up front. People come to Old Town wanting to walk around.
    - \$1500+ Old Town iPhone App. Self-guided walking tours, GPS driven directions to local shops, museums and other places of interest, work with mobile website, find my car feature, photo gallery and sharing controlled by OT, video integration, custom email forms for comments, feedback and general information requests, reservations for events, guided tours, event tab to market upcoming events. Push notifications. 98% read rate within 90 seconds of receipt.
      - Cost \$1500 and \$99/mo. maintenance and hosting fee with 2 yr. contract.
      - Concern 1: Cost to build an app anywhere from \$10,000 to \$120,000. Is this proposal taking a canned site and putting in our info? Would like to see something they have done before investing in company.
      - Concern 2: Who responsible for content? Upkeep Expensive.
      - Company proposed waiving the set-up fee and charging the monthly fee. Jennifer would like to pay the set-up fee and waive the monthly fee. Test for a year then decide is this something we want to pay \$100/mo. for?
    - Scott suggested Mobile Marketing and Entertainment Solutions – Brad Veach – former Director of Parks Dept. Vested interest in the city. Proposal includes the design and development of an iPhone, iPad and Android device app. Not for blackberry and windows phones. Exclusive to OTDB.
    - Street banners are for Secondary district only.
    - **Motion to leave the spending at the discretion of staff using the given proposal as a guide.**
    - Comments on the motion - Banners are really important. Should be one of the last things to drop.
    - Also have \$2500 for other promotional items. Tote bags, coffee mugs, window clings, car magnets, advertising independent of what we are already doing. If mobile app avenue works, any extra money

- should go to that. Make sure App is maintained. Client should be able to populate database, not just App creator. Scott is willing to meet with Jennifer and Brad to discuss details.
  - \$8300.00 available funds. Things listed today add up to the amount. If there is something people don't want, can make a motion to amend to take something off.
  - 2<sup>nd</sup>. Mark asked about Handley advertising. Part of next year budget. **Motion passed unanimously.**
  - Thoughts on banner colors, styles? Digital banners – exact brand colors. Canvas – not exact colors. Should be exact. Solid or pattern behind? Examples are very clean and nice. Not pink and green. ArtScape banners are digital and faired very well. Winchester as well as street names. Can go down Braddock and Cameron and never know you are in Old Town district. Signage, Branding, App most important. No real consensus beyond staff discretion.
- **Branding Task Force Update.** Marilyn – Recommended use of brand and logo in such things as banner, window clings, etc. Really get the brand out there. Need to come up with who can use the logo under what circumstances. Have to educate people so they know what they can and cannot do. Going to take place over a period of time. Direct focus on getting the brand out. Start encouraging people to use the language, too. Stop calling it the walking mall. Addressed question of intellectual property. Fees for types of use? Suggestions from consultants? Will be getting a style guide from them. Some Main Street organizations sell items as a fundraiser. Some businesses give items away for free. Identified 3 different stages: 1. Get the logo out there so people identify it. 2. Style guide and logos available online. Tips and techniques for using effectively. 3. How people can use it. Will it be free? Evaluate use after 6 mos. Businesses can use logos on advertising. Ways to get logo out there that don't cost us anything. Univ. of Wisconsin has a branding section on their website where people can go and get the logos for use in correct colors, file types, etc. Suggest we do that with our brand on the city website.
  - Free in the beginning b/c taxpayers paid for branding. Should be application after 6 mos. Very simple. 6 mos. seems short, a year might be more practical.
  - Application for use on items for sale: tshirts, etc.
  - Get it out there, then re-evaluate. Sign use agreement then send files? Once it's out there, it's out there. Anyone can get it from the website. Do we really care, because the logo is still out there being used. Only concern is that it is being used properly. If the city has a copyright on it, it's the city's fight if used incorrectly.
  - **Motion to make the branding elements available to the general public for the period of 1 year from the approval date which was April 2014. – Motion seconded and passed unanimously.**
- **Ordinance Recommendation Status.** Under review by various city staff.
- **City Council Updates**
  - **SVDM/Indian Alley.** Safety and bus parking likely coming to council soon.
  - **Extended Stay lodging conditional use permit for 4 units at 126 N. Braddock.** Tabled with questions about where people will park.
  - **No longer have Council Liaison on OTDB.** Jennifer gave a Liaison report to Council.
- **Committee/ Work Plan Updates**
  - Organization – Rick – absent – Special Events Policy went through city staff needs edits.
  - Economic Restructuring – Scott
    - Met with Main Street rep. Suggestions for how to use Economic Restructuring in this area.
  - Design – Cory - absent
    - Cancelled meeting
  - Promotions – Mark
    - Struggling to find a meeting time when we can get a workable committee. Traditionally met on Tuesday at 8am, complaints so moved to Wednesday afternoon, but even worse. Going back to 8am. Did meet. Heard a presentation on upcoming Appalachian Trail conference in 2015.
- **Downtown Manager's Updates** – Jennifer

- Kidz Fest very successful. Over 3000 people, 50 community organizations and businesses participated. A lot of surveying done already and feedback. Parking Numbers: same Saturday in 2012 with no event = 248 cars. 2014 Kidz Fest = 767 cars. Increase of 519 cars. 2012 revenue = \$472; 2013 Mall rededication Revenue = \$667; 2014 Kidz Fest Revenue = \$1254. So far 12 internal survey responses. 7 businesses extended hours. 6 businesses saw an increase in foot traffic and new customers. 7 businesses really didn't see an increase in sales even though they saw an increase in traffic and new customers. 5 said let's do this once a year, 3 people said twice a year, a few people said every month. Dario, as required, has added a participant satisfaction survey in addition to his marketing survey. 95 responses. 91 rated the event excellent/very good and they would recommend the event to a friend. 37 said they visited shops and restaurants; over 1/3. 89 thought the event was clean and well organized. Marketing survey. Most people heard about the event through social media. Great response to video. Over 5000 views. 35 people had been downtown the week before. 13 people hadn't been downtown for about a month. 7 people said it had been months and months since being downtown. 30 people from Frederick County. 13 from the City of Winchester. Very much a local event and promoted locally. Very successful.
- Stakeholders' meeting. May 21. About 15 people attended. Winchester Parking Authority presentation. Discussed Saturday meters. Façade Grant discussed. Explain application, ask questions.
- Parking Info – On July 3, Parking Authority will restrict access to the rooftops of garages out of concern for how many people were up there last year. Kent St. and other areas are accessible to people for viewing the fireworks. Garage repairs are coming. Court Sq. is starting very soon and repairs will be rotating between floors. Hourly parkers will be directed to the G.W. Garage. Anticipate that Braddock Garage will be closed in August. All parkers will be redirected.
- Welcome Center – over 1200 visitors so far. Lots of use.
- Event Updates – Movies on the Mall beginning. Press release going out soon about our next event, June 20 Friday Night Live, which will not be held at the Taylor Pavilion. Beach Theme. Arts Council and Winchester Art Market will have tables set up.
- Façade Grant – June 16 deadline for applications. Any questions, send people to Jennifer. Applications available at the Welcome Center and on website. OTDB members select from the applications. We will send out information for review in advance. Also reviewed by Design Committee. Hopeful at July 10 meeting to have the board vote and select. November deadline for project completion and receipts. Reimburse on actual costs after the project is completed. Built in time to do a second round of applications if funds still available. \$20,000 available
- Newsletter – Ideas? Suggestions? Return of the Downtown Trees (Lauri) – Shenandoah Arts Council. For sale products made from the trees removed from the mall. Starts at Noon.
- **OTWBA – Jay Byrne, Exec. Board and Espresso Bar & Cafe**
  - Interest in branding. New “we are open” flags. Possibly incorporate branding elements of logo and colors. Will return to OTDB with ideas.
  - Caution to not make it too hard or too costly to use. Businesses will probably balk and not want to participate. We do want to incorporate it into changes we are doing. Don't make it too costly.
  - Lauri – that's not the goal. At this point the goal is to get it out there, get it in everyone hands and then re-evaluate next year.
  - Let us know when businesses can have access to logo.
- **Public Comments – none**

**Adjournment at 6:55 p.m.** Next meeting –**Thursday, July 10** at 5:30 p.m., Rouss City Hall, 4<sup>th</sup> Floor Exhibit Hall