

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

- **Call to Order**
  - Approval of Previous Meeting Minutes – approved unanimously.
  - Expenditures Report – no questions.
- **Chair Updates** – none
- **City Council Updates** - Jennifer
  - **Taylor Management Agreement.** Information recently went before Council. Economic Development Authority, Taylor Management LLC. Agreement. City's Downtown Manager will act as the space's booking agent under the supervision of the City Manager. Taylor Master Tenant Special Event Application. Jennifer currently reviewing. Welcome suggestions, thoughts, and comments. Managed by private company; does not fall under the Special Events Policy. Can be managed under own procedures. Need insurance? It is city property and the LLC is managing it for the city. Economic Development can better answer questions as Jennifer and Old Town was not involved in the agreement. Beau raised concerns about the agreement and the complexity of application for a simple event. Rick's requests that once the Special Events Policy is approved that the Taylor space have to follow that. This will make it easier for the Downtown Manager to manage. Also for the future, if opportunity arises to hire part-time position to assist management.
- **Committee/ Work Plan Updates** (reordered from agenda)
  - Promotions – Mark
    - July FNL, Rockin' Independence Eve. Major events have gone well
    - New Shopping and Dining Guide brochures
    - Discuss what OTDB and committee can do to help get more visibility for the Secondary District. Having more events that impact directly on them and are on their turf. Met with Jennifer and Piccadilly stakeholders to hash out ideas for an initial event. Block party idea for later in the year.
    - Ways promotions committee can enhance First Fridays.
  - Organization – Rick
    - Linda Ross has contributed a picture of GW to the Visitors [Welcome] Center. If you know her, please thank her.
    - Special Events Policy draft. Includes staff feedback. Next step: OTDB gives one final look through. Send feedback to Jennifer. Important to know that we are trying to be consistent with other policies in the state of Virginia. Jennifer will forward to legal counsel and staff for final review. Comments to Jennifer by Monday. Hope to vote on policy officially at August meeting. Beau – question about insurance. Outstanding motion from 2 meetings ago that was passed to seek legal counsel advice. Result? Will go to legal counsel next week to review whole policy, not just separate issue. Jennifer can ask individually if requested. Beau would like to see it done.
  - Design – Cory
    - Façade grant - received grant money from the state for façade improvements for businesses in the Primary and Secondary Districts. Committee met today to review applications. Based decision on 3 criteria: location, need and impact. Applicants chosen demonstrated a critical location, some need

for improvement as well as a strong impact being made not just to their building, but to Old Town as a whole. Those that were not chosen, one application was not complete, and the other two were more building and structural repair rather than aesthetic improvement. Impact on Old Town not as large as others. Applicants chosen: Leslie Richardson of Michelle's Wigs and More; Paula Shaffer of Flavor Pourfection, Susan Carney of Abija Blue, Richard Swisher of Richard's Jewelry, Kathryn Rogers of Nourish, Nathan Laing of Laing Business Cohiba LLC, Lisa Lewis and Janie Nichols of Once Upon A Find, Lewis Costello – Blind Faith building owner, and Kimberly Sowers of Kids at Kimberly's. One item to note: Kathryn Rogers of Nourish we are offering her a lesser amount than requested due to the nature of her request. We feel that the most important issue is the aesthetic appearance of the building and so we offered her the remainder of the grant funds that were available to the total of \$661.50. All still pending the applicants being notified and accepting the grant. In the event that any of the applicants turn down the grant or are unable to complete the grant, we will direct the funds to the Nourish applicant. **Motion that the board approve the 9 applicants to be awarded the façade improvement grant. Passed unanimously.**

- **Downtown Manager's Updates – Jennifer**

- Brand roll-out – website updated: more mobile friendly, new calendar that downtown businesses are invited to enter their events, and to use to help publicize their events that are going on in the downtown.
- Welcome Center – logo on the brick wall, image covering the see-through window into Jennifer's office – more attractive as you enter in. Over 1300 helping in the WC so far. Working on App development. Still needs to go through app store approval. Goal is that downtown businesses can add coupons and promotional push opportunities to highlight for the customers to make it an effective tool.
- New Shopping & Dining Guides – please take some to distribute. Big effort of Promotions committee. JP Murphy helped a lot with updates. Amy Simmons did the bulk of the editing. GIS created a new map. Request from hair salons, which tend to have retail elements to them, to be added to the brochure as well, and so they have been added. Just received at the end of June so have not begun full distribution yet. Appreciate any help in getting them around.
- Tote bags – way to start getting the brand out there. World Series. Promotional outreach. Show different ways people can use the brand. Still working on getting brand information up on the website and easily accessible. User agreement that people can sign saying that they will follow the style guide, which we have now.
- 2015 Magnet Calendars – distribute later in the season, likely October Fest.
- Street Banners – anticipate putting up when Bluemont and Movies on the Mall banners come down. Some themed by street, some just Old Town Winchester. Don't have any for the walking mall. These are for the driving streets.
- Artscape flyers from SAC. Support through the arts grant. Give credit to the OTDB. Got news this month that we are recipients of the \$5000 arts grant, so we will have \$10,000 to award to the groups that the board approved, First Night, the Arts Council, and Bluemont. We send out notification letters soon to let groups know they will be getting 1/3 of the \$10,000 award.
- Walking Tours brochures printed. Already being used.
- Events
  - FNL - good attendance, good turn-out. More things up and down the mall, more arts organizations participating, more people in the event space than ever before. Expecting a report in the next month or so from the event coordinator with final numbers and details. Next FNL July 18. Invite to attend, give feedback, and volunteer to do surveys. Appreciate Mark Lore's help with surveys at some of the events on behalf of the board.
  - RIE – rainy, but people still came out. Rain stopped for fireworks. Not as many as last year, but easily several thousand people came out to enjoy the fireworks. More kid's activities, activities up and down the mall, though did have some cancellations because of the rain.

- Sunday Jazz Series – challenges with delay on Taylor Pavilion completion. Still working on details for series.
  - Parking – garage construction. Question - \$5 parking for RIE. Specific feedback that last year approx. 800 cars after 5pm and very slow to exit because each one had to pay when exiting. Jennifer met with Parking Authority. Suggest model of charging \$5 set flat rate that is used during Christmas parade. Sheriffs involved with collection. Also, rooftops closed this year for viewing the fireworks. Interesting that this year's numbers seem exceedingly low. Don't expect to recommend next year. Cause could be the rain, but still had easily 3000 people downtown.
  - Mark Willson visit – two different workshops. Retail very well attended. Restaurant lower attendance. 1 on 1 consultations good. Positive feedback.
  - Piccadilly meeting – working with business owners to develop a block party idea
  - Going to Farmville, VA Main Street tool-kit next week.
  - Will be on vacation last week of July.
- **OTWBA – Christine Patrick, President**
    - Winchester Days on July 17, 18, 19. Shops out, great sales, good fun. Moved up a week because of the Outside Inside home show on the mall the last weekend. Thought it would be easier to clarify. Will have a flyer go out, but it's on Facebook right now.
    - Thanks. Increased police presence on the mall during the day. Nice, friendly, engaged. Have witnessed panhandling in front of shops. Encouraged them to be engaged and just talk to people and reaching out. Seems like a good solution to some of the issues.
    - Query, not complaint, but have not heard back from the fire chief about the fencing issue. Don't want it to come back around to restaurants next year that they aren't in compliance. Being worked on by staff.
    - Facebook page that is the Merchants Page going to have a standard terms of use agreement. Try to narrow group.
    - Question about Winchester Days on Facebook, specifically on merchants page? Businesses have posted. Will distribute flyers next week. Would like to get flyers in city buildings, banks. Part of tradition is to get people who work down here to shop down here.
    - Comment about Winchester Days – Right in the middle of FNL? The 18<sup>th</sup> is FNL. There's all kinds of things happening.
    - **Public Comments – John Applin** Marketing Committee Chairman to the Potomac Appalachian Trail Club, Appalachian Trail Conservancy.
    - Winchester to host next year's Appalachian Trail Conservancy Biennial.
    - Distributed examples of AT Journey's magazine. Would like to get Winchester included in advertising.
    - About 40,000 circulation, as far as California. Imagine the Old Town Winchester logo showing up somewhere in the Sierra Nevadas, Mt. Katahdin, Florida.
    - Video presentation. Asking OTDB as well as City Council to support.
    - Support: filling out Virginia Tourism Corporation grant, market leveraging grant. Leveraged the entire \$5,000 budget. So far have financial commitments from Winchester-Frederick Visitor's Bureau, Nelson County.
    - When? July 17-24, 2015. Anticipate 900-1200 visitors. Talked with Sally Coates: estimate \$130,000 economic impact.
    - What can we do to help you? For VA Tourism market leveraging grant, need support of at least 2 DMOs, Destination Marketing Organizations. 2 of them have to be financial partners. OTDB is not one of those DMOs. Official Letter from OTDB to the Virginia Tourism Corporation saying, Yes, we completely support this event as a non-financial partner.
    - **Motion to endorse the event. Passed unanimously.**

**Adjournment at 6:30 p.m.** Next meeting –**Thursday, August 7** at 5:30 p.m., Rouss City Hall, 4<sup>th</sup> Floor Exhibit Hall