



Old Town Development Board  
Organization Committee Agenda  
February 6, 2015  
9 a.m.

**1. Introduction of New Members**

**2. Review OTDB Reaction to Mission and Vision**

**Vision:**

To be a vibrant and inclusive Main Street community combining small-town charm and big-city opportunity that is nationally recognized as a desirable place to work, live, and thrive.

**Mission:**

The OTDB inspires community involvement, fosters economic vitality, encourages creativity and entrepreneurship, and attracts residents, visitors, and investors to Old Town Winchester.

**3. Strategic Goals - Additions or Revisions**

**Strategic Plan / Goals**

- Promote OTDB and its members as primary ambassadors for Old Town
- Build our brand (OTW)
- Create forum / more opportunities for community engagements (residents, merchants)
- Encourage mixed-use properties
- Design a tour and recruitment brochure for investors and entrepreneurs

**4. Press Conference – Wednesday, February 18 at Noon at the Bright Box**

**5. Press Releases**