



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

1. **Report on press conference (Feb. 18)**
2. **Mission and Vision: Was it approved and how to promote**

Vision:

To be a vibrant and inclusive Main Street community that combines small-town charm and big-city opportunity and 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. **Discuss order and approval of press release drafts**

Dario → Jennifer or OC? → Dario → Jennifer or OC? → PIO?

4. **Complete chart with press release deadlines**
5. **Assign upcoming press releases**
(1) Kidz Fest (2) Movies on the Mall (3) Farmers Market (4) Volunteer recruitment
6. **Brand promotion and use of logos**



OTW Events Promotional Calendar

EVENT NAME	TASK	DUE DATE	EVENT DATE
Kidz Fest	Press Release Draft Due		Event May 17
Kidz Fest	Draft of promotional items, posters, ads due		
Movies on the Mall	Press Release Draft Due		Begin June 11
Movies on the Mall	Draft of promotional items, posters, ads due		
June Classic Movie	Press Release Draft Due		June 13
June Classic Movie	Draft of promotional items, posters, ads due		
June FNL	Press Release Draft Due		19-Jun
June FNL	Draft of promotional items, posters, ads due		
June Concert	Press Release Draft Due		21-Jun
June Concert	Draft of promotional items, posters, ads due		
July 3rd	Press Release Draft Due		3-Jul
July 3rd	Draft of promotional items, posters, ads due		
July Classic Movie	Press Release Draft Due		July 11
July Classic Movie	Draft of promotional items, posters, ads due		
July FNL	Press Release Draft Due		17-Jul
July FNL	Draft of promotional items, posters, ads due		
July Concert	Press Release Draft Due		19-Jul
July Concert	Draft of promotional items, posters, ads due		
August Classic Movie	Press Release Draft Due		August 8
August Classic Movie	Draft of promotional items, posters, ads due		
August FNL	Press Release Draft Due		21-Aug
August FNL	Draft of promotional items, posters, ads due		
August Concert	Press Release Draft Due		23-Aug
August Concert	Draft of promotional items, posters, ads due		
Downtown Tailgate	Press Release Draft Due		September 11 & 12
Downtown Tailgate	Draft of promotional items, posters, ads due		
September Concert	Press Release Draft Due		20-Sep
September Concert	Draft of promotional items, posters, ads due		
October Fest	Press Release Draft Due		October 16 & 17
October Fest	Draft of promotional items, posters, ads due		
Holly Jolly	Press Release Draft Due		12-Dec
Holly Jolly	Draft of promotional items, posters, ads due		