



## Old Town Development Board

### Promotions Committee Agenda

February 24, 2015

8 a.m.

- I. Downtown Manager/Event Coordinator Reports
  - Chocolate Escape – Brief Review
  - Restaurant Week – March 2-7
  - Other
  
- II. Draft Marketing Strategy – Scott Spriggs
  
- III. Branding Strategy (Brief Update: Marilyn Finnemore is traveling)
  
- IV. Event Evaluation: How might we change our approach this year?
  
- V. Winchester's Main Street 30<sup>th</sup> Anniversary: Promotion Opportunities?
  
- VI. Adjournment: Next meeting, March 24, 8 a.m.