

Attendees: Scott Dawson (Chair), Beau Correll, Kathlene Courtney, Marilyn Finnemore, Cory Garman, Mark Lore, Steve Maclin, and Scott Spriggs.

Absent: David Cavallaro, Susan Drew, Andrea Smith, and Downtown Manager Jennifer Bell.
(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of previous meeting minutes – *Unanimously approved*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
 - Introduction of Scott Spriggs, new board member and Shenandoah University appointment.
 - Expenditures Report – no comments.
 - By Laws Revision – minor change in wording of 7-3 to read "in the event of a vacancy in either the board chair or the board vice-chair, the following procedures should be adhered to." *Mark Lore moved to approve the amendment as offered. Seconded. Unanimously approved 8/0.*
 - Board Designations – Handout given to board members listing board members and their designations. Members asked to review and let Scott know if not correct. Discussion. No changes needed.

➤ **Standing Committee Reports**

- Economic Restructuring – Scott for David Cavallaro
 - Greatness Program progressing quickly. Spending money on advertising. Presented audio samples of radio ads running this week and sample radio station website advertising. Theme of Rediscover & Explore. Current contract is draft version. Request motion to approve the Greatness Program draft contract that we are using as the vehicle to allow folks to sign up. *Beau Correll moved that Jennifer Bell be given the authority to draft the contract that will eventually be used as a part of the Greatness Program. Seconded. Motion passed unanimously 8-0.*
 - David will ask for a meeting of the ERC for next week.
- Organization
 - Did not meet.
- Design
 - Did not meet. Questions regarding banners on the archways and Wayfinding signage status.
- Promotions – Mark Lore
 - OTW Shopping and Dining Guide updates in progress. New edition for fall depending on resources. Discussed marketing plan, Old Town business promotion plan, event evaluation.
- Ad Hoc Committees
 - No meetings.

➤ **Downtown Manager's Updates** – Scott and Sarah for Jennifer

- KidzFest Event Summary and Performance Review by Contractor distributed.
- Washingtonian August edition included Winchester in Great Small Towns article.
- Farmers Market – Customer Appreciation Day on August 8.

- Events – Third Classic Movie Night August 8.

➤ **Old Business**

- Special Event Contract – Action Item: Create Ad Hoc Committee for Special Event Contract Board Oversight. Cory, Marilyn, Scott S., Scott D., Mark and Steve will participate.

➤ **New Business**

- Vice Chair Election. Cory Garman nominated by Marilyn Finnemore. Seconded. Motion to close nominations. Seconded. Move to close nominations and elect Cory Garman by acclamation. Seconded. Roll call vote requested. *A roll call vote was taken and Cory Garman was elected, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
Beau Correll	Cory Garman
Kathlene Courtney	Cory Garman
Scott Dawson	Cory Garman
Marilyn Finnemore	Cory Garman
Cory Garman	Cory Garman
Mark Lore	Cory Garman
Steve Maclin	Cory Garman
Scott Spriggs	Cory Garman

➤ **Public Comments**

- Christine Germeyer from OTWBA. Handed out Shop Local window clings, First Friday rack cards. Displayed Back to School poster. Requested that the Welcome Center be open more; evenings, weekends, and events. Still concerned about lack of police presence downtown. Would like something more visible.

Motion to adjourn. Seconded. Unanimously approved.

Adjournment 6:51. Next meeting – Thursday, September 3, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall