

1. Call to order
2. Approval of Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. November Expenditures
 - ii. **Tourism Director, Justin Kerns**
 - iii. Retreat Report
 - Vice Chairperson's Report
4. Standing Committee Reports
5. Downtown Manager Updates
 - Holiday Preparation & Events
 - Updates
6. Old Business
 - 2016 Calendar of Events
7. New Business
 - 2016 OTDB Meeting Schedule
 - Nomination of Chair and Vice Chair
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting will take place **January 7, 2016 at 5:30 p.m. in City Hall in the 4th Floor Exhibit Hall.**

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), David Cavallaro, Kathlene Courtney, Susan Drew, Mark Lore, Steve Maclin, Andrea Smith, and Scott Spriggs. Downtown Manager Jennifer Bell.

Absent: Beau Correll.

(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
 - Expenditures Report – no comments.
 - 2016 Proposed Calendar of Events – has budget implications and will need a budget recommendation by December. Downtown Tailgate removed from calendar. A lot going on in September and there can be weather challenges. Added a fourth Friday Night Live and Winchester Days. Considering extending OctoBeer Fest to Sunday. Current contract calls for three FNL type events in the first year and adding another in the second year. Instead of adding an additional FNL, added Sunday concert events and supported smaller events for 15 events total. Winchester Days/Taste of Old Town could be a great opportunity for engagement with other organizations. Suggestion to forward Calendar to a committee to review for the December meeting. **Action Item:** Organize a meeting for next week or two. Will email to coordinate. Union Jack offered as location. Day/Time to be determined.
 - FY17 Budget – Usually proposed at December meeting. Board requested to have more time to review, so being presented now. Can include priorities from the retreat. Options are to request additional money from the city or use Fund Balance, which is a one-time use. Proposed budget includes \$20,000 for the Greatness Program, \$5,000 arts grant match, \$1,000 for the National Main Street conference. Items highlighted in yellow are the most flexible. Question regarding way-finding signage and how to include it in the budget. 1. Have a solid financial proposal and request supplemental appropriation outside of regular budget. 2. Pull from the Fund Balance. Since beyond Old Town area, perhaps partner with other departments. Can apply for grant money. Jennifer suggested an Ad Hoc Committee write a proposal and provide estimates for cost. Question if there is a limitation on requests to the city? No, but prioritizing is important. Jennifer noted that we do not know what the future event contract retainer will be. Current contract ends October 31, which is four months into the fiscal year. Do not know about the rest of the fiscal year. Question if money can be moved around in the budget. Yes, with board approval. Way-finding signage maybe 78 signs total. **Andrea Smith moved to approve the budget as proposed. Seconded. Unanimously approved 9/0.**
 - Appointment of Committee Chairs – Discussion regarding who is interested in serving on which committees. Discussed having more project-based meetings and less full committee meetings. Organization: Mark, Susan, David, Steve, Kathleen. Susan and Steve will be co-chairs. Mark will be vice-chair. Design: Susan, Mark, Andrea (murals only), Scott S. Mark will be chair, Susan will be vice-chair. Economic Vitality: David, Scott D. David will be chair, Scott D. will be vice-chair. Promotions: Scott S., Steve, Andrea. Scott S. will be chair, Steve will be vice-chair. Need to identify priorities that committees will work on.

- Vice-Chairperson's Report – Cory Garman
 - OTDB Chair Elections – Will make nominations for chair and vice chair at the December meeting. Elections will take place at January meeting.

➤ **Standing Committee Reports**

- Economic Restructuring – David Cavallaro
 - Greatness Program had 36 participants. Leroy French Bakery closed. 35 businesses. About 6 ads left. If name all the businesses again, would have about 6 in each ad. Suggest instead doing a generic holiday themed ad. Channel 15 – have been sending all the logos we have received. Some businesses didn't send to us. Could do radio ads in November promoting Plaid Friday and Shop Small Saturday. Check card – resend list of participants to Susan and will have designer create something by next week. Web addresses – have some alternate addresses available to use in the future. ShopOTW, DineOTW, EnjoyOTW. VisitOTW confusing for some.
- Organization – Andrea Smith
 - Met electronically. Gave feedback on retreat agenda.
- Design
 - Did not meet.
- Promotions – Mark Lore
 - Did not meet in October. Was involved in Events RFP discussion. OctoBeer Fest seemed successful. Spooktacular had good weather. Nice community event. Merchants heavily involved. Shopping & Dining Guide has had logistical issues. Parking Elf sign-up. Concern about form to complete. Jennifer will ask parking authority about form. Maybe just write down plate #.
- Special Events Contract Ad Hoc Committee – Cory Garman
 - Reviewed and discussed the document during the retreat. Need a motion to send the document on to the city. **Mark so moved. Seconded. Discussion regarding need for specifics in number of events.** [Andrea Smith left the meeting] **Unanimously approved 8/0.**

➤ **Downtown Manager's Updates – Jennifer Bell**

- Thank you to David Cavallaro for hosting retreat and meeting at the GW Hotel.
- **Farmers Market Season Report** given by Sarah Acuff Chapman, Market Coordinator. Successful first season. Looking forward to second season next year. 24 scheduled market days. May - October. 2 bad weather days and 1 cancelled for the hurricane. Daily average of 1000 patrons during the summer. Average attendance dropped some during Sept. and October. Found that attendance was weather dependent. Started season with 14 vendors. Had some changes throughout the season. Two were so successful at our market and others that they sold out of product. Rotating vendor switched to every week midway through the season. Live music almost every week. Small group of dedicated volunteers. Scott and Kama and their friend Scott helped with set-up nearly every week and often helped with tear-down as well. Mark Lahman, an officer with WPD volunteered regularly, as did several members of the community. Challenges – Insurance requirement. Need more volunteers. Vendor staffing. Total revenue collected from vendor fees just over \$5,500. Total expenses just over \$3,000. Positive Balance of just over \$2,400. Two Event Days – Customer Appreciation Day August 8, coinciding with VA and National Farmers Market Week. End of Season Halloween Festival October 31.
- Holiday Parade will be Nov. 30. Monday night. Tree lighting to follow parade. Steve Shendow from Bell's is assisting with the tree donation.
- Santa's HQ and Holly Jolly on Dec. 12. Could use volunteers.
- First Night Winchester will be using the Welcome Center as a headquarters again this year.
- Thanked Mark for volunteering at Spooktacular.
- Shopping and Dining Guide. Near a final draft. Using a new designer this time. Continue to need design help in the future.
- Greatness Program shopping video draft has been reviewed. Challenge has been copy editing. Use as marketing tool when finalized. Facebook and Google.

- Let Jennifer know if there are questions about other events.
- **Old Business** - None.
- **New Business** - None.
- **Public Comments**
 - Dario Savarese – Full Circle Marketing
 - Thanked everyone for the opportunity and have accomplished a lot in the last 3 years. Will give Jennifer a binder of information. Measures of success. Monthly reports. Performance Reports. Media Summaries for each event. Reaching Frederick Co., Warren Co., Clarke Co., Loudoun Co. and others. Worked with The Journal in Martinsburg to run a marketing piece once a month. \$2000 value. Looking at surveying at events and during off times. Built the brand. On seven radio stations. Opportunities for continued growth. Proud of accomplishments.
 - Christine Germeyer - OTWBA
 - OTWBA officer elections were held. Ryan Hall is **president**. No vice-president or treasurer. Susan Carney is secretary. Lanita Byrne and Christine Germeyer are members at-large. Please promote Plaid Friday and Shop Small Saturday.

Motion to adjourn. Seconded. Unanimously approved. Adjournment 3:55 p.m.

Next meeting – Thursday, December 3, 2015 at 5:30 p.m. in City Hall on the 4th Floor Exhibit Hall.

November 2015 Expenditures

Professional Services/Special Events (31-66)	Budgeted	November Expenditures	Current Balance
Monthly Retainer - November	\$74,532.00	\$6,249.00	\$45,472.17
W-29-15 Event Expenses		\$2,439.05	
W-30-15 Event Expenses		\$4,196.16	
W-31-15 Event Expenses		\$2,707.35	
W-32-15 Event Expenses		\$3,259.65	
FYTD Account Total	\$199,536.00	\$18,851.21	\$85,705.09

Professional Services/Other (31-70)	Budgeted	November Expenditures	Current Balance
Web Content Management for October		\$400.00	
FYTD Account Total	\$8,135.00	\$400.00	\$5,970.00

Local Media (36-01)	Budgeted	November Expenditures	Current Balance
Promotions - WINC Radio Ads - Oct.		\$1,000.00	
Promotions - iHeart Radio Ads Total Traffic - Oct.		\$350.00	
Promotions - iHeart Radio Ads - Oct.		\$506.00	
Promotions - iHeart Radio Banners - Oct.		\$144.00	
Promotions - Screenvision - Nov.		\$720.00	
FYTD Account Total	\$22,682.00	\$2,720.00	\$12,288.00

Postal Services (52-10)	Budgeted	November Expenditures	Current Balance
City Hall Postage Oct.		\$0.48	
FYTD Account Total	\$500.00	\$0.48	\$494.13

Telecommunications (52-30)	Budgeted	November Expenditures	Current Balance
Work Cell Phone for October		\$65.69	
FYTD Account Total	\$600.00	\$65.69	\$337.15

VA Arts Local Challenge Grant (56-22)	Budgeted	November Expenditures	Current Balance
Shenandoah Arts Council		\$3,333.00	
FYTD Account Total	\$10,000.00	\$3,333.00	\$0.66

Office Supplies (60-01)	Budgeted	November Expenditures	Current Balance
Retreat Supplies		\$9.26	
FYTD Account Total	\$405.00	\$9.26	\$395.74

Food & Food Service (60-02)	Budgeted	November Expenditures	Current Balance
SBDC Workshop Presenters' Lunch		\$53.64	
FYTD Account Total	\$450.00	\$53.64	\$381.95

Other Operating Supplies (60-14)	Budgeted	November Expenditures	Current Balance
Downtown Decorations		\$166.92	
FYTD Account Total	\$2,214.00	\$166.92	\$2,026.08

2015 Parking Elf Schedule

	12 - 1 p.m.	1 - 2 p.m.	2 - 3 p.m.	3 - 4 p.m.	4 - 5 p.m.
Tuesday 12/1					
Wednesday 12/2		David			
Thursday 12/3		Kathlene			
Friday 12/4					
Monday 12/7					
Tuesday 12/8					Susan
Wednesday 12/9		Mark			
Thursday 12/10		Kathlene			
Friday 12/11					Scott D.
Monday 12/14					
Tuesday 12/15	Andrea				
Wednesday 12/16		Mark			Susan
Thursday 12/17					
Friday 12/18					Scott D.
Monday 12/21					Susan
Tuesday 12/22					Scott S.
Wednesday 12/23		Mark			

2015 Holiday Window Decorating Participants

	Most Traditional	Most Whimsical	Best Use of Merchandise or Products
Scarpa Alta 10 S. Loudoun Street			
Posh Pets Boutique 16 S. Loudoun Street			
The Coop 17 S. Loudoun Street			
Froggy's Closet 41 S. Loudoun Street			
Once Upon A Find 48 S. Loudoun Street			
Dream Beauty Studio 125 S. Loudoun Street			
Old Town General Store 106 S. Loudoun Street			
White House Country Store 204 S. Loudoun Street			
50/50 Taphouse 29 W. Cork Street			
Bluebells 6 W. Boscawen Street			
Sweet Tea Unique Finds & Redesigns 15 E. Boscawen Street			
Polka Dot Pot 7 N. Loudoun Street			
WAM!/Bright Buzz 9 N. Loudoun Street			
Eugene B. Smith Gallery 25 N. Loudoun Street			
Incredible Flying Objects 111 N. Loudoun Street			
Jolato's Gelatoria 120 N. Indian Alley, Ste. 100			
Old Town Antique Emporium 116 N. Loudoun Street "A Comfortable Home Christmas"			
Bell's Fine Clothing 120-122 N. Loudoun Street			
Abjia Blue 126 N. Loudoun Street			
Tin Top 130 N. Loudoun Street			
Runners' Retreat 135 N. Loudoun Street			
147 North 147 N. Loudoun Street			
Handworks Gallery 150 N. Loudoun Street			
Old Town Stained Glass 161 N. Loudoun Street			
Murphy Beverage Company 167 N. Loudoun Street			



Old Town Welcome Center
33 East Boscawen Street
Winchester, VA 22601

Telephone: (540) 535-3660
FAX: (540) 722-3618
Website: oldtownwinchesterva.com

November 17, 2015 - **DRAFT**

Old Town Development Board meetings are typically held on the first Thursday of each month at 5:30 p.m. in the 4th Floor Exhibit Hall at Rouss City Hall (exceptions noted below with *). All regular meetings of the City of Winchester Old Town Development Board are open to the public.

Scheduled meeting dates for 2016 are as follows:

January 7, 2016:	Regular Meeting
February 4, 2016:	Regular Meeting
March 3, 2016:	Regular Meeting
April 7, 2016:	Regular Meeting
May 5, 2016:	Regular Meeting
June 2, 2016:	Regular Meeting
July 7, 2016:	Regular Meeting
August 4, 2016:	Regular Meeting
September 1, 2016:	Regular Meeting
October 6, 2016:	Regular Meeting
*November 3, 2016:	Annual Retreat followed by Regular Meeting
December 1, 2016:	Regular Meeting