



Old Town Development Board

Promotions Committee Agenda

Tuesday, March 31, 2015

8 a.m.

- I. Downtown Manager/Event Coordinator Reports
- II. Draft Marketing Strategy – Scott Spriggs
- III. Branding Strategy
- IV. Event Evaluation: How might we change our approach this year?
- V. Winchester’s Main Street 30th Anniversary: Promotion Opportunities?
- VI. Adjournment: Next meeting, April 28, 8 a.m.