

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

Absent: Susan Drew, Andrea Smith

(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.
 - First Night Winchester Chairman, Shannon Ganoe

[Beau Correll arrived]

- Provided overview of the First Night Winchester organization, 2015 event summary and request for increase in arts grants funds. Sold out 3,000 buttons for second time in 29 year history. 100 individual performers distributed 5,000 programs and estimate 8,000 attendance.
- Vice-Chairperson's Report – Cory Garman
 - OTWBA Request for funding to print local event posters (Spooktacular, Old Town Easter Egg Hunt, Winchester Days, Back to School, Plaid Friday, Small Business Saturday). Handout provided. Requesting \$150 for each event. OTW logo on posters along with OTWBA logo. Discussion regarding allocation in budget. FY16 and FY17. Follow up discussion at next Business Session on 1/13. *Cory Garman introduced a motion to approve the Old Town Winchester Business Association's request to provide \$150.00 for the cost of print advertising for the Easter Egg Hunt on March 26. Seconded. Discussion regarding availability of funds. Motion passed 7/1.*

➤ **Standing Committee Reports**

- Economic Vitality – David Cavallaro
 - Greatness Program – Handout provided. Overview of program. Left over funds available. Discussing options to stretch until July 1. 36 initial members. Hope to grow by 25% next year.
- Promotions – Mark Lore
 - Parking Elf review. 160 meters over 8 days and 8 volunteers. \$39.25 spent on meters. Good weather.

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

- Several Handouts. 2016 City of Winchester calendars, City/County EDA lifestyle piece, OTW Shopping & Dining Guide, Chocolate Escape information. Volunteers wanted for assistance with distribution of OTW guides.
- Planning new event. Saturday during the off season ending by 6pm. St. Paddy's Celtic Fest. Primarily indoor venues like Brewbaker's, 50/50 Taphouse. Non-profit partner. OTWBA will be partnering to engage downtown businesses. Window decorating contest idea, encourage sales, promotions. Saturday before St. Patrick's Day so as to not compete with other business events.
- Holly Jolly successful. 2 carriages providing rides. Americorp volunteers assisted. Santa's HQ well attended. Good weather day.
- 2015 Achievements handout.
- January 20-22 Jennifer will be at the Virginia Main Street Main Street Manager's Retreat in Abingdon.
- Scott Spriggs thanked Jennifer and Sarah for all their hard work.

➤ **Old Business**

- Chair Election. Scott Dawson read through the election process from the OTDB bylaws. Scott Dawson nominated at December 3 meeting. Opened the floor for additional nominations for board chair. Closed the floor for nominations for board chair. Roll Call vote needed. *Beau Correll moved that Scott be elected by acclamation. A Roll Call Vote was taken and Scott Dawson was elected, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
David Cavallaro	Yes
Beau Correll	No
Kathlene Courtney	Yes
Scott Dawson	Yes
Cory Garman	Yes
Mark Lore	Yes
Steve Maclin	Yes
Scott Spriggs	Yes

- Vice Chair Election. Cory Garman nominated at December 3 meeting. Opened the floor for additional nominations for board vice chair. Closed the floor for nominations for board vice chair. *A Roll Call Vote was taken and Cory Garman was elected, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
David Cavallaro	Yes
Beau Correll	Yes
Kathlene Courtney	Yes
Scott Dawson	Yes
Cory Garman	Yes
Mark Lore	Yes
Steve Maclin	Yes
Scott Spriggs	Yes

➤ **New Business**

- OTDB Business Session will be held in the Exhibit Hall 4-5 p.m. on January 13, 2016.

➤ **Public Comments**

- Christine Patrick – Winchester Book Gallery
 - First Night Winchester. Winchester Book Gallery was a host and sold buttons for 10 days. Packed all night and all day. Filled the store for all 3 sets by the musician. Musician thrilled that there were more people at the Book Gallery than at the church the previous year. Face painter had a line of 45 people all ages. Delighted to host. Heard same report from Lanita at Espresso Bar. She had a line out to her fence all night. Timing the line and no one was in line for more than 5 minutes. Businesses love First Night Winchester and hope to do it again next year. Christine Germeyer added Lanita had said that she broke a record on First Night with the largest sales in 5 years.
- Ryan Hall – OTWBA
 - Mixer scheduled for January 29 at 5:30 p.m. at the Discovery Museum. Opportunity to network with business owners and play at the museum. All OTDB members invited. Unfortunately, same night at the Chamber’s Greater Good Awards. Working on a better relationship with the Top of Virginia Regional Chamber so issues like that don’t happen again and can coordinate on other things as well.
 - David Cavallaro asked about membership rates and numbers. \$85 per year, \$150 for two years. 2015 had 20 members. Minimum goal of 40 members in 2016 and think will easily surpass that. Christine Patrick said they talked at length about it last year and think a lot had to do with there was no major crisis so there wasn’t instruction and business were just in their own businesses instead of coming to meetings. Didn’t feel a need to attend. Still participated in Easter Egg Hunt, Trick or Treating and other events, but just weren’t seeing the value in being part of the business association.

Motion to adjourn. Seconded. Unanimously approved. Adjournment 6:17 p.m.

Next meeting – Thursday, February 4, 2016 at 5:30 p.m. in City Hall on the 4th Floor Exhibit Hall.