

1. Call to order
2. Approval of September Minutes
3. Officers' Reports
  - Chairperson's Report
    - i. Remarks by Corporal Justin Schumer
    - ii. OTDB Member Status
    - iii. Expenditures
  - Vice Chairperson's Report
4. Standing Committee Reports
  - Design Committee
  - Economic Vitality
  - Organization
  - Promotions
5. Downtown Manager Updates
  - Events
  - Fall Farmers Market
  - Other
6. Old Business
  - OTWBA Funds Request
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting will take place **November 3, 2016 at 5:30 p.m. in City Hall in the 4<sup>th</sup> Floor Exhibit Hall**. The planning session for October 12 is cancelled. The December 1 meeting which is the OTDB Annual Retreat will be held at the Bright Center from 10 – 3.

**Attendees:** Scott Dawson (Chair), Cory Garman (Vice-Chair), Kathleen Courtney, Susan Drew, Mark Lore, Steve Maclin, Andrea Smith and Jennifer Bell (Downtown Manager) Chief Kevin Sanzenbacher(Police Chief), Perry Eisenach (Public Works Director), Eden Freeman (City Manager)

**Absent:** David Cavallaro, Beau Correll and Scott Spriggs  
(Notes taken by Jennifer Bell)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of July and August meeting minutes – *Unanimously approved*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson

- OTDB Member Status and Expectations – Scott noted that several board members first terms expire the end of October and a letter of intent is needed from those board members.
- Expenditures – Board reviewed August expenditures with no questions or comments.
- The Chair recognized Chief Kevin Sanzenbacher and invited him to speak. The Chief noted that Office Justin Schumer will serve as the new Downtown Officer and be a great fit and asked the board to give him a warm welcome. He emphasized dispatch needs to be called for officers to respond. Greater emphasis is being placed upon enforcing rules against bicycles and skateboards on the Loudoun Street Walking Mall. The Chief highlighted escalating steps and tools officers have for enforcement. He noted we are putting out gray wind signs highlighting the rules and doing a press announcement. The Chief noted he will vary hours.
- Special Event – Scott recognized Eden Freeman and asked if she had an update. Eden distributed a Special Event Source Memo and ran through the steps of the process. She indicated that a draft RFP was created for feedback and comments, no comments were received. The RFP was released. Only two proposals were received. They were evaluated by an evaluation committee including Scott Dawson, Ryan Hall representing OTWBA and Marilyn Finnemore former OTDB and current property owner Bright Center. The recommendation of the Committee was for USA Sports Marketing, the current contract holder. The City is currently negotiating a contract.

- Vice-Chairperson's Report – Cory Garman

- Arts Grant – working with Jennifer on developing criteria for our grants as well as request for funding

➤ **Standing Committee Reports**

- Design – Mark Lore

- Way-finding signage. A draft memo to the city has been developed describing proposed changes to signs and creation of new signs. Want board approval of recommendation of wayfinding signage recommendations to the City. The Board has seen the information numerous times. In Old Town there are changes needed particularly for visitors, priorities include; replace lost/broken ones, fix signs which were oriented for one way streets, direct people to the G.W. Garage, consider signage to downtown Welcome Center or at least not out of the downtown to the Visitor Center, signs needed to direct people down National Ave. Estimated costs around \$15,000. MOTION: move to make these recommendations to the City. *APPROVED unanimously*

- Maintenance of the downtown – Mark noted committee had developed set of maintenance concerns for the downtown. He noted Loudoun Street/Boscawen Intersection needs resolved and that there are some repair and cleaning issues that need addressed. Recommendations were briefly reviewed and will be submitted to the City.
- Economic Vitality –
  - Greatness Program 2.0 – Reviewed Google Virtual Tour Concept - board members indicated that images are so readily available on the internet this seemed redundant.
- Organization/Promotions – They will feature specific businesses, delayed due to health issue.

➤ **Downtown Manager's Updates**

- Events
  - Events – Jennifer highlighted upcoming events and changes to schedule including Sinatra Concert rescheduled for Friday, September 16 and that Octobeer Fest will not include a Sunday date this year.
  - Fall Farmers Market – Jennifer indicated market is still looking for vendors. It will run through November 26. Interest has been low despite vendors requesting a fall market.
  - Other – Jennifer noted hopes to attend Virginia Farmers Market retreat in November. Looking forward to Sarah's return in October and appreciate staffing support from Tourism and Park and Rec during her absence. ArtScape MOU is circulated and approval expected with one change to have opportunity to add banners on Boscawen Street. She requested that the OTDB retreat date be changed to Dec. 1 as our Main Street facilitator is not available. Only concern OTDB budget recommendations will also have to be finalized at the December meeting. *Motion to change the retreat date. APPROVED Unanimously*
  - Jennifer read thank you note from Bluemont for support.
- **Old Business** – OTWBA requested money for poster costs. Discussion included importance of including OTW brand on posters. Noted Back to School posters did not include OTW logo. Motion: Board *declined request at this time with the stipulation to consider future request as long as copies of ads for each item are shown. MOTION Passed*
- **New Business** – Thanks to Christine Germeyer for her participation in OTDB meetings in the past and wish her best on her new position.
- **Public Comments** - none

***Motion to adjourn. Seconded. Unanimously approved Adjournment***

- Next meeting –The next OTDB meeting will take place **October 6, 2016 at 5:30 p.m. in City Hall in the 4<sup>th</sup> Floor Exhibit Hall**. There will also be a planning session held October 12 at 4 p.m. in the Exhibit Hall.

July - September 2016 Expenditures

<b>Professional Services/Special Events (31-66)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - July		\$6,249.00	
Monthly Retainer - August		\$6,249.00	
Monthly Retainer - Sept.		\$6,249.00	
Monthly Retainer - Oct.		\$6,249.00	
W-12-16 Event Expenses		\$2,953.02	
W-13-16 Event Expenses		\$2,675.00	
W-14-16 Event Expenses		\$3,298.54	
W-15-16 Event Expenses		\$4,946.39	
W-16-16 Event Expenses		\$4,699.99	
W-17-16 Event Expenses		\$1,663.64	
W-18-16 Event Expenses		\$4,586.34	
W-19-16 Event Expenses		\$3,150.81	
W-20-16 Event Expenses		\$2,960.00	
W-21-16 Event Expenses		\$2,153.55	
W-22-16 Event Expenses		\$2,417.38	
W-23-16 Event Expenses		\$3,138.94	
W-24-16 Event Expenses		\$5,000.00	
Movies on the Mall Swank		\$18.00	
<b>FYTD Account Total</b>	<b>\$202,000.00</b>	<b>\$68,657.60</b>	<b>\$133,342.40</b>

<b>Professional Services/Other (31-70)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Web Content Management for July		\$425.00	
Web Content Management for August		\$425.00	
Annual Web Hosting Fee		\$440.00	
App Hosting and Management Fee		\$1,200.00	
PROMOTIONS - Graphic Design		\$1,000.00	
PROMOTIONS - Facebook Advertising Design		\$500.00	
<b>FYTD Account Total</b>	<b>\$8,240.00</b>	<b>\$3,990.00</b>	<b>\$4,250.00</b>

<b>Local Media (36-01)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
PROMOTIONS - Screenvision		\$525.00	
PROMOTIONS - Screenvision		\$700.00	
PROMOTIONS - Screenvision		\$700.00	
PROMOTIONS - Radio Ads		\$360.00	
Farmers Market - Facebook Ads		\$40.40	
Farmers Market - Facebook Ads		\$20.00	
<b>FYTD Account Total</b>	<b>\$2,684.00</b>	<b>\$2,345.40</b>	<b>\$338.60</b>

July - September 2016 Expenditures

<b>Contracted Parking (38-90)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
12 Parking Coupons		\$48.00	
Customer Courtesy Parking Coupons		\$50.00	
<b>FYTD Account Total</b>	<b>\$0.00</b>	<b>\$98.00</b>	<b>-\$98.00</b>

<b>Facility Maintenance (47-01)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Farmers Market Payroll		\$66.00	
<b>FYTD Account Total</b>	<b>\$0.00</b>	<b>\$66.00</b>	<b>-\$66.00</b>

<b>Postal Services (52-10)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
City Hall Postage - August		\$8.68	
Misc. Copier Fees - July		\$2.12	
<b>FYTD Account Total</b>	<b>\$500.00</b>	<b>\$10.80</b>	<b>\$489.20</b>

<b>Telecommunications (52-30)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Work Cell Phones for July		\$70.04	
Work Cell Phones for August		\$70.04	
<b>FYTD Account Total</b>	<b>\$830.00</b>	<b>\$140.08</b>	<b>\$689.92</b>

<b>Mileage and Transportation (55-10)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Staunton Main Street Meeting		\$108.38	
<b>FYTD Account Total</b>	<b>\$700.00</b>	<b>\$108.38</b>	<b>\$591.62</b>

<b>Travel/Meals, Lodging, Registration Fees (55-40)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Lodging for Staunton Main Street Meeting		\$232.96	
Meals for Staunton Main Street Meeting		\$22.00	
<b>FYTD Account Total</b>	<b>\$1,900.00</b>	<b>\$254.96</b>	<b>\$1,645.04</b>

<b>VA Arts Local Challenge Grant (56-22)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Bluemont Concerts		\$4,000.00	
First Night Winchester		\$4,000.00	
<b>FYTD Account Total</b>	<b>\$10,000.00</b>	<b>\$8,000.00</b>	<b>\$2,000.00</b>

<b>Membership &amp; Dues (58-10)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Kiwanis Club of Old Town		\$130.00	
<b>FYTD Account Total</b>	<b>\$470.00</b>	<b>\$130.00</b>	<b>\$340.00</b>

July - September 2016 Expenditures

<b>Food &amp; Food Service (60-02)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Meeting Refreshments		\$18.42	
<b>FYTD Account Total</b>	<b>\$430.00</b>	<b>\$18.42</b>	<b>\$411.58</b>

<b>Other Operating Supplies (60-14)</b>	<b>Budgeted</b>	<b>July - Sept. Expenditures</b>	<b>Current Balance</b>
Farmers Market - Supplies		\$21.97	
Toner		\$91.25	
<b>FYTD Account Total</b>	<b>\$4,558.00</b>	<b>\$113.22</b>	<b>\$4,444.78</b>