



AGENDA
OLD TOWN DEVELOPMENT BOARD MEETING
City Hall, Exhibit Hall, 4th Floor
November 3, 2016

1. Call to order
2. Approval of October Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. OTDB Member Status
 - ii. Expenditures
 - iii. Annual Board Retreat
 - Vice Chairperson's Report
4. Standing Committee Reports
 - Design Committee
 - Economic Vitality – Greatness Program
 - Organization
 - Promotions
5. Downtown Manager Updates
 - FY18 Budget Proposal
 - Events
 - Other
6. Old Business
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting be the OTDB Annual Retreat which will take place **December 1, 2016 from 10 -3 at the Bright Box Theater**. The main business meeting will begin at 2 p.m.

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), David Cavallaro, Beau Correll, Kathlene Courtney, Steve Maclin, Andrea Smith and Scott Spriggs. City Manager Eden Freeman. Downtown Manager Jennifer Bell.

Absent: Mark Lore.

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of September meeting minutes – *Unanimously approved 5/0.*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
 - OTDB Member Status – Four owner/operator vacancies and one residency vacancy as of the end of October. Beau, Susan, Mark and Steve have decided not to serve a second term.
 - Expenditures Report - July through September – comprehensive update with minor changes to previous reports. - no questions.
- Vice-Chairperson's Report – Cory Garman
 - Nothing to report at this time.

➤ **Standing Committee Reports**

- Design – Cory for Mark
 - Cory and Jennifer met with Tammie Limoges, new Executive Director with Shenandoah Arts Council regarding continuation of ArtScape and collaboration for future public art projects. Challenge is determining where there is a need for public art. Outcome of meeting - try to identify some spaces that would be priorities for public art. Taylor Pavilion. Sculpture garden. Visual art that enhances the stage without attaching to buildings. Work with SAC to be the engine for creating the art. If City going to get serious about public art, we have to identify funds for public art, what is should cost, what we should spend. Cory joining the SAC board. Bridge gap. SAC some idea about how to change ArtScape program. Open to ideas for public art, venues, etc.

[Steve Maclin arrived]

- Economic Vitality – Jennifer Bell
 - David thanked Jennifer for taking the lead on the Greatness Program since his position has expanded and it is hard to keep up with everything.
 - Greatness Program 2.0 – Jennifer distributed list of participating businesses. Coming to the end of the list of businesses to mention by name in radio ads. Need to make a decision for the remaining radio ads for 8 or 9 weeks. Ads go through to the end of December. Also, have received a complaint from a business who says that everyone isn't complying and staying open late. Need advice from the board on how to address compliance issue. Not verified. Options discussed. David, Scott D., and Andrea volunteered to walk around on a Friday evening to check.

[Scott Spriggs arrived]

Suggestion to promote downtown open late and not name individual businesses. Start advertising Plaid Friday and Holly Jolly. Focus on getting people downtown in general.

[Beau Correll arrived]

Web Strategies ads. 15 businesses took advantage of ad design services. Discuss how long to offer services. Table Tent Cards. \$1000 proposal for new photos and design. Deemed too high initial for budget. Need guidance on threshold to spend. About \$300 to get cards printed. Proposal in August rejected and no guidance since then. Jennifer needs approval to go ahead. Scott S. will design.

[Eden Freeman arrived]

Scott Spriggs moved to put \$1000 from the greatness budget toward the tent card and Jennifer will take the lead coordinating. Seconded. Discussion about need for photography. Motion passed 7/1.

- Organization
 - Need a chair person. Will discuss at the board retreat.
- Promotions – Scott Spriggs
 - Did not meet. Working on highlighting businesses, business owners. Assistance would be appreciated.
- **Cpl. Justin Schumer, Winchester Police Department, Downtown Officer**
 - Full-time position. Have been working with businesses to address issues. Officer is Downtown frequently, on and off duty. If have any issues, call dispatch so calls can be logged.
 - Scott D. shared that business owners are thrilled with new officer's presence. Noticeable difference on the mall in behavior.
- **Downtown Manager's Updates**
 - Events – October Fest next weekend Friday and Saturday. SU students will perform at the Taylor Pavilion on Sunday. All local breweries participating. Currently promoting Spooktacular and Holly Jolly. Parks and Rec managing Santa's HQ. Did not budget for carriage rides for Holly Jolly, but think it's important and a key element to the event. *Andrea Smith moved to allocate funds for 2 carriages during Holly Jolly. Seconded. Discussion about where funds coming from. Motion passed 7/1.*
 - Fall Market –Continuing at the request of some vendors. Small market - produce, baked goods, bread, cheese, meat. WHAG did a news story this week.
 - ArtScape MOU moving forward. Expect to be signed on Friday.
 - Holiday Postcard being printed to hand out at Spooktacular.
 - Small business events on the mall coming up. Clarks Trunk Show October 13 & 14. Bell's 85th Anniversary event October 19 & 20.
 - OTDB Retreat changed to December 1 at the Bright Box. Goal is to have a lot of public involvement by community stakeholders.
 - App meeting – update and streamline tabs. Scott S. worked on video. Need 10 second video. About a month working time.
 - First Friday Art Reception this Friday. Andrea will host 5-7 p.m.
 - Holiday Window Contest. Downtown, not just the mall. Need judges. Scott D. volunteered. Can be people who are not board members.
 - Tourism – Spirit Trail brochure. Artisan Trail brochure. Farmers Market included in Artisan Trail.
- **Old Business**
 - Spooktacular. Scott D. will set-up a table. OTWBA designed a poster. Need \$85 to print. 11x17 size. *Steve Maclin so moved. Seconded. Motion passed unanimously 8/0.*
- **New Business**
 - Thank you to members who are rotating off the board. Beau Correll, Mark Lore, Steve Maclin, Susan Drew. 5 slots open. 4 owner/operator, 1 resident at large. Resident at Large has to be a resident of the City of Winchester. City Council will interview and approve members. Owner/Operator – own property within the primary or secondary districts, which means basically on Loudoun Street Walking Mall or the block surrounding it. Cork, Piccadilly, Cameron, and Braddock, minus the corners. Own property or operate a business within that footprint. Preference to be a city resident as well.
- **Public Comments**
 - **Ryan Hall, OTWBA.** Thank you for funding Spooktacular posters. Will help distribute. Meeting was this past Tuesday. Officer Schumer attended. Great events this past month. Next meeting is November 1. Board Elections will be held. Spots are available.
 - **Scott Maclin** – Thanked the board and enjoyed serving. Seeing great energy and changes downtown. Thanked Jennifer and Sarah for all they do. Feel good about the City and the people who work for the city. City leadership is great and feels good about where we are headed.
 - **Beau Correll** - Seconded Steve's thoughts. Excited to be a part of bringing downtown to the next level. Afterhours Greatness program. People after hours, after work, enjoying Old Town. Tourist attraction and commercial center.

Motion to adjourn. Seconded. Unanimously approved 8/0. Adjournment 6:26 p.m.

Next meeting – Thursday, November 3, 2016 at 5:30 p.m. in City Hall on the 4th Floor Exhibit Hall.

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October 2016 Expenditures

Professional Services/Special Events (31-66)	Budgeted	October Expenditures	Current Balance
W-25-16 Event Expenses		\$3,001.94	
W-26-16 Event Expenses		\$3,900.90	
W-27-16 Event Expenses		\$1,990.52	
W-28-16 Event Expenses		\$3,395.33	
W-29-16 Event Expenses		\$4,479.79	
W-30-16 Event Expenses		\$1,602.94	
FYTD Account Total	\$202,000.00	\$18,371.42	\$114,970.98

Professional Services/Other (31-70)	Budgeted	October Expenditures	Current Balance
Web Content Management for Sept.		\$475.00	
FYTD Account Total	\$8,240.00	\$475.00	\$3,775.00

Printing (35-01)	Budgeted	October Expenditures	Current Balance
Spooktacular Posters		\$85.50	
FYTD Account Total	\$8,540.00	\$85.50	\$8,454.50

Local Media (36-01)	Budgeted	October Expenditures	Current Balance
PROMOTIONS - Screenvision		\$700.00	
PROMOTIONS - Radio Ads - August Iheart		\$577.00	
PROMOTIONS - Radio Ads - Sept. Total Traffic		\$360.00	
PROMOTIONS - Radio Ads - Sept. Iheart		\$755.00	
VA Travel Guide 2017		\$644.00	
OTW Guides in VA Welcome Center		\$30.00	
FYTD Account Total	\$2,684.00	\$3,066.00	-\$2,727.40

Postal Services (52-10)	Budgeted	October Expenditures	Current Balance
Mailing OTW Guides		\$6.80	
FYTD Account Total	\$500.00	\$6.80	\$482.40

Telecommunications (52-30)	Budgeted	October Expenditures	Current Balance
Work Cell Phones for Sept.		\$70.04	
FYTD Account Total	\$830.00	\$70.04	\$619.88

General Liability Insurance (53-08)	Budgeted	October Expenditures	Current Balance
VML FY17		\$923.94	
FYTD Account Total	\$960.00	\$923.94	\$36.06

Travel/Meals, Lodging, Registration Fees (55-40)	Budgeted	October Expenditures	Current Balance
Registration for VA Farmers Market Conference		\$114.74	
FYTD Account Total	\$1,900.00	\$114.74	\$1,530.30

Other Operating Supplies (60-14)	Budgeted	October Expenditures	Current Balance
Spooktacular Supplies		\$147.99	
FYTD Account Total	\$4,558.00	\$147.99	\$4,296.79