

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), David Cavallaro, Beau Correll, Kathlene Courtney, Susan Drew, Mark Lore, Steve Maclin, Andrea Smith and Scott Spriggs. Downtown Manager Jennifer Bell.
(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.
 - Presentation to Corey MacKnight, City of Winchester Public Works – Thank you card from over 30 Old Town businesses to city workers for snow removal on the downtown mall.
- Vice-Chairperson's Report – Cory Garman
 - Nothing to report.

➤ **Standing Committee Reports**

- Business Session Meeting held on January 13. Discussed goals. Next meeting February 10, 4 p.m. in the Exhibit Hall.

[Beau Correll arrived]

- Economic Vitality – David Cavallaro
 - Greatness Program – In the process of getting signatures on an advertising contract with Comcast for Internet campaign March through June. \$500 per month. This will use remaining funds.
- Organization – Steve Maclin
 - Scott S. & Steve met last week and discussed marketing. Marketing meeting possible February 24 or 25 at Union Jack with marketing people from the area.
- Design – Mark Lore
 - Met Tuesday to discuss updating way-finding signage. High priority from retreat and a Council priority on the strategic plan.

[Scott Spriggs arrived]

- Plan to go out with a camera and take pictures in the next few days. Mark, Scott D. Looking for volunteers. Have a map of sign locations. Discuss how lead into town from a tourist's perspective. Attractions listed. David, Steve, Scott S. volunteered to assist.

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

- Remaining 2015 Performance Reports. Sent via email. Holly Jolly still outstanding.
- Old Town is hosting a First Friday Artist Reception in the Welcome Center. Friday 5-7 p.m. This month's artist is Joani Stotler. Andrea Smith will host. Partnering with Shenandoah Arts Council. Will have reception every first Friday this year. Question about being open until 8 p.m.
- Chocolate Escape on Saturday, February 6. Scott and Kama Dawson have volunteered to distribute balloons to participating businesses. Other volunteers welcome. 14 restaurants and 37 businesses participating. New map on flyer this year. Popular event. No radio ads this year. Maybe more funding next year.
- 1st Annual St. Paddy's Celtic Fest on March 12. Saturday daytime event. New non-profit partner is Habitat for Humanity. Three inside venues featuring Celtic bands, step dancers. Kids' area on the courthouse lawn. Percentage of sales from food and beverages at venues will go to Habitat for Humanity. Still finalizing details. Partnering with OTWBA on a window contest. Public vote. Winning store will receive a prize. Please attend event to help evaluate this new type of event.
- Virginia Main Street. At Abingdon meeting, discussed façade grant being offered again. July 11-13 meeting in Staunton, Jennifer will present on the walking mall. Board members encouraged to attend.

National Main Street Director will come to Winchester April 11-12. Meet with committee heads. Jennifer hopes to organize a business workshop during the visit.

- Enterprise Zone booklet distributed. Opportunities for businesses.
- City Strategic Plan. Sheet with excerpts pertaining to Old Town. Measurable outcomes. Some are partnerships with other departments.

➤ **New Business**

- Virginia Commission for the Arts Local Challenge Grant Application Review
 - \$5,000 matching fund grant for a total of \$10,000. In the past 4 or 5 years at least, grant has been split exactly in thirds. \$3,333.33 for each of three organizations. First Night Winchester, Shenandoah Arts Council, and Bluemont. This year, Bluemont applied for \$6,000, First Night applied for \$5,000, Shenandoah Arts Council applied for \$3,333.33. Discussion regarding allocation of funds. Conversation included how to meet requests that added up to more than was available. Question on the past performance of recipients and number of people impacted. *Susan Drew made a motion for \$4000 to go to each First Night and to Bluemont, with \$2000 going to Shenandoah Arts Council. Seconded. Discussion.*
 - *Beau Correll moved to amend the motion on the table to that if we don't receive the grant, the funds are allocated proportionately. The \$5000 would go 2, 2, and 1. Seconded. Amendment approved unanimously.*
 - *Call for vote. Motion passed 9/1.*
- Visitor Guide Ad - \$1400 allocated in the budget for an inside cover ad, rack card size. New magazine style guide this year with new pricing structure. ½ page ad is \$1200 (same size ad as before). New full size page is \$2000. Guide is the main tourism publication. Could take money away from hanging baskets if needed. Discussion about effectiveness of ad and other ways to promote Old Town. *Beau Correll moved that instead of allocating to this publication, move that it be allocated to our general advertising budget to be decided upon later. No second. Suggestion to maybe reduce ad size to save funds. Comments indicated to stick with the status quo of ad space for \$1200.*

➤ **Public Comments**

- Ryan Hall – OTWBA
 - Met on Tuesday night. Question why Welcome Center open on First Friday until 7 p.m. when Greatness Program says until 8 p.m.
 - Excited about upcoming events. Chocolate Escape, Celtic Fest, Egg Hunt.

Motion to adjourn. Seconded. Unanimously approved. Adjournment 6:52 p.m.

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