Minutes
OLD TOWN DEVELOPMENT BOARD
Rouss City Hall, 4th Floor Exhibit Hall Winchester, Virginia
April 7, 2016
5:33 PM

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**
  - The Chair recognized Irv Shendow from Bell's Fine Clothing who wished to address the board regarding two downtown issues.
    - Musicians on the mall – Concern regarding length of time playing (approximately 4 hours) and decibel level of instruments. Other businesses have commented as well. Businesses have to shut their doors because difficult to speak with customers.
      - Cory asked if anyone from Bell's had addressed the buskers directly. Have not because not want to be confrontational.
      - Susan from Abjia Blue added that some musicians play in the same location for a length of time and play the same songs over and over.
      - Jennifer noted that music is a free speech issue and is allowed if not scheduled. Cannot sell items.
      - Businesses have overheard musicians claiming spots. On a nice day, at least 3 different musicians on the north end of the mall.
      - Scott D. shared that this issue was discussed with other locations including Charlottesville regarding what they do. Scott willing to talk to buskers as a private citizen. Steve offered as well.
    - Need lights on passageway between Braddock garage and the mall. It is dark and people do not like to walk in the dark. Already spoke with Jennifer Bell and understand that the issue is being addressed. Jennifer shared that she is working with Taylor Master Tenant on this. The EDA approved funding for lighting and lighting options are currently being tested.
  - Chairperson's Report – Scott Dawson
    - Expenditures Report – no questions.
    - Kathy La Plante from National Main Street will be here April 12 & 13. Scheduled to have lunch with OTDB members on April 12 at noon at Village Market & Bistro. Available for individual meetings with board members before and after lunch. Contact Jennifer to schedule a time. Coffee and business workshop on April 13. 8 a.m. in Exhibit Hall. Business Promotions That Make The Cash Registers Ring. Kathy has worked with Main Street communities all over the country.
  - Vice-Chairperson's Report – Cory Garman
    - ArtScape Program. Hosting a free event at the MSV on April 19 to view the original artwork. 6-8 p.m.
- **Standing Committee Reports**
  - Design – Mark Lore
    - Wayfinding Signage. Presented images of signs and discussed priorities for updates.
      - Need to replace broken/missing signs. Replace downtown and near downtown signs that direct the wrong way because of previously one-way streets. Update signs taking visitors away from downtown to the Winchester-Frederick County Visitors Center/No signage for Old Town Welcome Center. This is a policy issue to discuss. Can take Visitors Center sign off and add Welcome Center, but what if not open Sunday or changes location? Information in garages. No signage directing motorists along the newly built National Ave. corridor. Need a new sign at the traffic circle. There is no large signage directing motorists to the parking garages.

        - Patching of signs has been discouraged. At minimum, about 15 signs need to be updated. Aluminum inserts estimated at $500. Bracket replacement $500 per sign. New poles to mount signs estimated at $1000.
        - Question about funding. Seems like city-wide project. Current request to have funds for next budget. Council Priority.
        - Will continue to refine priorities, evaluate costs, and discuss with other departments like tourism. Discuss brand theme. Would use city logo because city-wide system, but could use OTW logo for OTW directions.
        - *Requesting a motion of recommendation that the Design Committee moves forward on the priorities set forth in the memo to work with the city to take action as money and resources become available. Cory Garman so moved. Seconded. Discussion regarding budget constraints and cost estimates. Motion approved unanimously. 10/0.*
    - Economic Vitality – David Cavallaro
        - Greatness 2.0 – Anticipate moving forward. Funds for professional photography and an ad in the OTWBA monthly paper. $150 for a full page. VMS Façade Grant. Make available to people in the program. Need to tie the grant to something new in order to increase chances of receiving the grant again. *Beau Correll moved that the façade grant program be tied to participation in the Greatness Program. Seconded. Discussion regarding participating and non-participating businesses. Motion approved unanimously. 10/0.*

[Andrea left the meeting]

    - Business Session - Cory and Scott D. cannot attend. Still have meeting? Decided to cancel and meet on own. Reminder about 72 hr. public notice.
    - Promotions – Scott Spriggs.
        - Held open house at Piccadilly Printing for creative professionals in the area. Testing the waters for people interested in Old Town. Planning another meeting to focus on Old Town. TBD. Put together a tighter marketing plan/proposal for funding. Hoping to meet with members of council to discuss.
- **Downtown Manager's Updates** – Jennifer Bell
    - Events
        - St. Paddy's Celtic Fest – Performance Review. Last page has survey results from OTW office survey to businesses. 20 responses. 2 responses to FB survey for the public. Jennifer thought the event was successful and provided a brief overview. Ryan Hall added that it did rain, but people came back. OTWBA had 100+ entries in the window contest. Once Upon A Find won.

[Steve left the meeting]

        - Farmers Market Update – Sarah provided an update on vendor applications and general market information including poster idea for comments. 6 returning vendors. Plan to make acceptance notifications by the end of next week. Market begins May 14. 10 a.m. – 2 p.m. Still looking for volunteers to assist at market and volunteer musicians to perform. Scott S. suggested reaching out to SU.

[Mark left the meeting]

        - Shenandoah University Jazzathon scheduled for April 16 at the Taylor Pavilion. Dario is partnering with them on event.
        - Need updated Old Town Shopping & Dining Guide. Need help getting updates from businesses.
        - SU interns
    - Workshops
        - Held restaurant workshop with Mark Willson on March 24.
        - Kathy LaPlante workshop coming up on April 13.
        - Event Rack Cards distributed.
- **Old Business**
    - RFP for Event Contractor deadline is Monday, April 11.
- **New Business - none**
- **Public Comments**
    - Ryan Hall – OTWBA

- Easter Egg Hunt – Street closure issue. Barricade not there. Requested on paperwork.
- FAM Tour – GW Hotel staff including front desk workers, maître-d's, wait staff. 15 people from GW. 30 businesses signed up, only had time to visit 15. Looking to schedule a second day.
- Enterprise Zone presentation by Economic Development at the last meeting.
- Intern project with Chamber of Commerce.
- Winchester Book Gallery won a competitive award from the publisher of Where's Waldo to host a Where's Waldo event where 25 businesses in the Old Town area can sign up to participate and find Waldo in location destinations. All scavenger hunt needs will be provided by the publisher. July 30, 3-6 p.m. Christine is looking for 25 businesses to participate.
- Discovery Museum 20th Anniversary on Saturday.

Motion to adjourn. *Seconded. Unanimously approved.* **Adjournment 7:02 p.m.**

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