

1. Call to order
2. Approval of Minutes
3. Officers' Reports
  - Chairperson's Report
    - i. January Expenditures
    - ii. Kathy LaPlante's Visit April 12 & 13
  - Vice Chairperson's Report
4. Standing Committee Reports
  - Design Committee - Way-Finding Signage
  - Economic Vitality – Greatness Program 2.0
  - Organization
  - Promotions
5. Downtown Manager Updates
  - Events
    - i. St. Paddy's Celtic Fest
    - ii. Farmers Market Recruitment
    - iii. SU Jazzathon – April 16
    - iv. Other
  - Workshops
6. Old Business
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting will take place **May 5<sup>th</sup>, 2016 at 5:30 p.m. in City Hall in the 4<sup>th</sup> Floor Exhibit Hall.**

**Attendees:** Scott Dawson (Chair), Cory Garman (Vice Chair), Beau Correll, Kathlene Courtney, Susan Drew, Steve Maclin, and Andrea Smith. Downtown Manager Jennifer Bell. **Absent:** David Cavallaro, Mark Lore, Scott Spriggs. (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 – question about \$0.03 misc. fee.

[Susan Drew arrived]

- Business Session Schedule. Meet at 4 p.m. the Wednesday after the first Thursday of the month. Dates listed in board packet. *Susan Drew moved to approve. Seconded. No discussion. Motion passed unanimously.*
- Vice-Chairperson's Report – Cory Garman
  - Nothing to report.

➤ **Standing Committee Reports**

- Design – Scott Dawson for Mark Lore
  - Wayfinding Signage. At last meeting discussed priorities like should directions follow GPS directions? Next step is to find out where we want signs, where we want to add, what needs to be changed, what absolutely needs to be done, wish list, and dream list. Trying to keep as inexpensive as possible so as to get City support. City sign department is going around and putting up the signs that had come down because of accidents, etc.
- Economic Vitality – David Cavallaro
  - Greatness 2.0 Meeting – Scheduled for March 15, 3 p.m. in the Exhibit Hall. What should the program look like going forward?

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

- Events
  - First Friday Art Reception, 5-7 p.m. Stop in if you can. Let us know if you would like to host.
  - St. Paddy's Celtic Fest – March 12. Distributed event poster. Seeking volunteers to help distribute balloons to scavenger hunt locations. Habitat for Humanity is non-profit partner. Schedule includes step dancing, musicians, lads & lassies activities on the courthouse lawn, etc. Board members encouraged to attend and help evaluate new event.
  - Old Town Farmers Market recruitment dinner. March 16 at 6:30 p.m. at Godfrey Miller meeting room. Invited to attend. Pot luck. Intended for past volunteers and vendors as well as prospective vendors. Appreciate RSVP, but not required.
  - Assisting again with the OTWBA on the Easter Egg Hunt. Purchased eggs as in past years. This year, also paid for posters to be printed. OTW logo on the poster. 11 a.m. on Saturday, March 26.
- Upcoming
  - Mark Willson – Restaurateur Workshop through Small Business Development Center. March 24 at 2 p.m. Will be emailing Greatness Program restaurants asking which one of two workshop topics they would be interested in. Will invite all restaurants to attend workshop. This will be the second of two workshops as part of the Greatness Program.
  - National Main Street Center Representative, Kathy LaPlante, will be in Winchester April 12 & 13. She has requested to meet with the board. April 12 lunch meeting at noon, location to be determined. Check in on how things are going, strategic plan, vision, how we see the downtown and the board's

role in continued revitalization of the downtown. One-on-one meetings beginning at 10 a.m. with committee chairs and other board members. Let Jennifer know if you would like to meet. Will end the day with City Council Work Session presentation. April 13 at 8:30 a.m. business promotion workshop.

- Event Rack Cards distributed.

➤ **Old Business** - none

➤ **New Business**

- Cory Garman

- Address the past week's protests. Fortunate to live in a community where the protestors assembled and the police worked with them and the community and negative impact was minimal. Important for the community to know that the downtown is safe. Citizens exercising right to assemble. Good collaboration between the protestors and the police department. Jennifer noted that the Restaurant Week organizers have decided to extend the event through Wednesday, March 9. Susan shared that WINC 92.5 will be doing some on air mentions with the radio DJs to talk about Restaurant Week and the downtown mall as a whole.

➤ **Public Comments**

- Christine Germeyer – OTWBA

- OTWBA is happy to help plan events with the OTDB.
- Not rescheduling missed meeting. Will wait until next meeting.

***Motion to adjourn. Seconded. Unanimously approved. Adjournment 5:47 p.m.***

**Next meeting – Thursday, April 7, 2016 at 5:30 p.m. in City Hall on the 4<sup>th</sup> Floor Exhibit Hall.**

March 2016 Expenditures

<b>Professional Services/Special Events (31-66)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - March	\$74,532.00	\$6,249.00	\$20,476.17
W-03-16 Event Expenses		\$959.97	
W-04-16 Event Expenses		\$8,257.68	
<b>FYTD Account Total</b>	<b>\$199,536.00</b>	<b>\$15,466.65</b>	<b>\$41,711.86</b>

<b>Professional Services/Other (31-70)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Web Content Management for February		\$325.00	
<b>FYTD Account Total</b>	<b>\$8,135.00</b>	<b>\$325.00</b>	<b>\$1,645.00</b>

<b>Printing (35-01)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
OTWBA Egg Hunt Posters		\$80.94	
<b>FYTD Account Total</b>	<b>\$8,175.00</b>	<b>\$80.94</b>	<b>\$4,594.39</b>

<b>Local Media (36-01)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Promotions - Comcast Ads		\$2,300.00	
Facebook Online Ads - Chocolate Escape		\$46.75	
<b>FYTD Account Total</b>	<b>\$22,682.00</b>	<b>\$2,346.75</b>	<b>\$2,772.51</b>

<b>Postal Services (52-10)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
City Hall Postage Feb.		\$3.18	
<b>FYTD Account Total</b>	<b>\$500.00</b>	<b>\$3.18</b>	<b>\$468.22</b>

<b>Telecommunications (52-30)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Work Cell Phone for February		\$49.94	
<b>FYTD Account Total</b>	<b>\$600.00</b>	<b>\$49.94</b>	<b>\$59.36</b>

<b>Travel/Meals, Lodging, Registration Fees (55-40)</b>	<b>Budgeted</b>	<b>February Expenditures</b>	<b>Current Balance</b>
Retreat Lunch (recoded by finance from 60-02)		\$300.00	
<b>FYTD Account Total</b>	<b>\$950.00</b>	<b>\$300.00</b>	<b>\$178.85</b>

<b>Food &amp; Food Service (60-02)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Meeting Refreshments (Art Reception)		\$12.01	
Retreat Lunch (recoded by finance to 55-40)		-\$300.00	
<b>FYTD Account Total</b>	<b>\$450.00</b>	<b>-\$287.99</b>	<b>\$355.15</b>

<b>Other Operating Supplies (60-14)</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Chocolate Escape Supplies		\$45.27	
Egg Hunt Supplies (2,000 eggs)		\$260.91	
<b>FYTD Account Total</b>	<b>\$2,214.00</b>	<b>\$306.18</b>	<b>\$866.66</b>