

Attendees: Scott Dawson (Chair), Mark Lore, Steve Maclin, Andrea Smith, and Scott Spriggs. Downtown Manager Jennifer Bell.

Absent: Cory Garman (Vice Chair), David Cavallaro, Beau Correll, Kathlene Courtney, and Susan Drew.
(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- No questions. Minutes could not be approved. Did not have a quorum of board members. Will approve at next month's meeting.

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
 - Expenditures Report – no questions.
- Vice-Chairperson's Report – No Report. Vice Chair absent.

➤ **Standing Committee Reports**

- Design – Mark Lore
 - Committee met Tuesday with Justin Kerns from tourism. Discussed wayfinding signage. Justin offered to contact colleagues in other towns regarding signage.

[Andrea arrived]

Next steps are to review existing signage with Justin Hall from public services regarding physical condition of signs and determine cost estimate.

- Hope to discuss Public Art at next committee meeting.
- Economic Vitality – Jennifer for David Cavallaro
 - Draft of Greatness Program 2.0 developed. Applied for the Virginia Main Street façade grant.
- Organization/Promotions – Steve Maclin/Scott Spriggs.
 - Planning a May 25th or 26th marketing meeting. Trying to set up a meeting for next week with a council member.

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

- Events
 - KidzFest! - May 14, 11 a.m. – 5 p.m. There will be 40-50 vendors.
 - Old Town Farmers Market – Opening Day May 14. Same day as Kidzfest. There will be performances at the Taylor. Still in need of volunteers and musicians. Applying for a grant for promotions. Shenandoah Valley Discovery Museum will be a non-profit partner at the market with an exhibit on bees and activities.
 - Friday Night Live – June 3. More information coming.
- Other
 - SU student graphic design intern Harley Ryan starting in May.
 - Time to redo the Shopping & Dining Guide. Almost out of current supply. Need help with getting updates if anyone is available.
 - Recent bus parking discussion involving tourism, parking authority, and old town. Temporary v. permanent spot. Looking at different locations.
 - Applied for the VMS façade grant. \$5000 this year, not \$20,000 like last time.
 - Applied for a farmers market grant.
 - Welcome Center First Friday Art Reception tomorrow, 5-7 p.m. Artist is Ali Hollingsworth.
 - Taylor lighting – finalizing details with the contractor.

- Winchester-Frederick County Guide now available. New design and style. OTW ad page is the same size as in previous guide. Listings are paid for and that is why not all businesses are listed. New tourism blog as well.
- **Old Business** – none.
- **New Business**
 - Piano Project – Jaimianne Amicucci (Shenandoah Arts Council) provided written overview of project concept and discussed with the board. Bright Box will be a partner and would like to have a piano out front during the day and wheeled in at night. Currently no public art policy for using city property. Suggestion to discuss at next Business Session meeting. Research other town's policies. Need permitting process or possible ordinance change. Bright Box could ask for a design review of patio permit.
 - OTWBA Meeting Report – Scott Dawson
 - Watts fundraiser on May 21, 3-8 p.m. at OakCrest parking lot.
 - Winchester Brew Works. Saturday opening, Noon – 11 p.m. 4:30 p.m. ribbon cutting on Friday. Cameron Street.
 - KidzFest! and Old Town Farmers Market coming up.
 - aMuse Arts and Craft Festival on May 21, 11 a.m. – 6 p.m.
 - Enterprise Zone public information networking event on May 25. 5 p.m. at the Bright Box. RSVP by the 20th. Guest speaker from Lynchburg.
 - Friday Night Live June 3
 - Runners' Retreat Open House May 7. Completed store makeover.
 - Construction underway at Beyond the Fringe building.
- **Public Comments**
 - Ryan Hall – OTWBA
 - Apple Blossom Wine Fest was a great day for businesses.
 - Next meeting June 7 at 6 p.m. at Winchester Brew Works,

Meeting concluded approximately 6:15 p.m.

Next meeting – Thursday, June 2, 2016 at 5:30 p.m. in City Hall on the 4th Floor Exhibit Hall.