Winchester
old town winchester Virginia

AGENDA
OLD TOWN DEVELOPMENT BOARD MEETING
City Hall, Exhibit Hall, 4th Floor
July 7, 2016

1. Call to order

2. Approval of Minutes

3. Officers' Reports
   - Chairperson's Report
     - i. June Expenditures
     - ii. Other

   - Vice Chairperson's Report

4. Standing Committee Reports
   - Design Committee
   - Economic Vitality
   - Organization
   - Promotions

5. Downtown Manager Updates
   - Events – Presentation by Dario Savarese
   - Promotional Items – Presentation by Sarah Acuff Chapman

6. Old Business

7. New Business

8. Public Comments

9. Adjournment Next meeting – The next OTDB meeting will take place **August 4th, 2016 at 5:30 p.m. in City Hall in the 4th Floor Exhibit Hall.** There will also be a planning session held July 12 at 4 p.m. in the Exhibit Hall.

June 2016 Expenditures

Professional Services/Special Events (31-66)	Budgeted	June Expenditures	Current Balance
Monthly Retainer - June	$74,532.00	$6,249.00	
W-08-16 Event Expenses		$3,774.40	
W-09-16 Event Expenses		$4,589.85	
W-10-16 Event Expenses		$1,833.45	
W-11-16 Event Expenses		$4,855.07	
FYTD Account Total	**$199,536.00**	**$21,301.77**	**$568.29**

Professional Services/Other (31-70)	Budgeted	June Expenditures	Current Balance
Web Content Management for May		$375.00	
FYTD Account Total	**$8,135.00**	**$375.00**	**$445.00**

Printing (35-01)	Budgeted	June Expenditures	Current Balance
Movies on the Mall Aframes		$71.82	
OTW Logo inserts for trash cans		$361.31	
OTW Banners for Gateway		$270.00	
FYTD Account Total	**$8,175.00**	**$703.13**	**$3,511.03**

Local Media (36-01)	Budgeted	June Expenditures	Current Balance
Facebook Online Ads - Market Opening Day		$50.00	
	$22,682.00	**$50.00**	**$2,608.11**

Postal Services (52-10)	Budgeted	June Expenditures	Current Balance
City Hall Postage May		$1.78	
FYTD Account Total	**$500.00**	**$1.78**	**$105.38**

Telecommunications (52-30)	Budgeted	June Expenditures	Current Balance
Work Cell Phone for May		$74.20	
FYTD Account Total	**$600.00**	**$74.20**	**-$114.70**

Landscaping Supplies (60-03)	Budgeted	June Expenditures	Current Balance
Hanging baskets		$1,643.44	
FYTD Account Total	**$2,000.00**	**$1,643.44**	**$356.56**

Other Operating Supplies (60-14)	Budgeted	June Expenditures	Current Balance
Market Supplies		$46.29	
Downtown Mall Flags		$610.20	
FYTD Account Total	**$2,214.00**	**$656.49**	**$210.17**

Draft Minutes
OLD TOWN DEVELOPMENT BOARD
Rouss City Hall, 4th Floor Exhibit Hall Winchester, Virginia
June 2, 2016
5:35 PM

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), Beau Correll, Kathlene Courtney, Susan Drew, and Scott Spriggs. Downtown Manager Jennifer Bell.
Absent: David Cavallaro, Mark Lore, Steve Maclin, and Andrea Smith.
(Notes taken by Sarah Acuff Chapman)

- **Call to Order**
- **Approval of Minutes**
  - Approval of April meeting minutes – *Unanimously approved.*
  - Approval of May meeting minutes – *Unanimously approved.*
- **Officers' Reports**
  - Chairperson's Report – Scott Dawson
    - Expenditures Report – no questions.
    - Discussion regarding holding a review meeting after events. Idea came from event contract discussions. Comment that there has been an improvement in evaluation and feedback and would rather see a planning meeting before events. Suggestion to incorporate planning into business session meeting, though as scheduled, timing not great for business owners.
  - Vice-Chairperson's Report – Pleased with Cork Street/Indian Alley aesthetic improvements.
- **Standing Committee Reports**
  - Design – Scott D. for Mark Lore
    - Committee met Tuesday. Tammie Limoges, new Executive Director of Shenandoah Arts Council, and Bev Pierce, former OTDB member attended. Discussed support for piano project at Bright Box. Mark would like to see support or action by the next board meeting for the OTDB to vote on.
    - Discussed way-finding signage. Mark met with Andrew Dunn (City) and looked at sign conditions. Andrew getting pricing.
  - Economic Vitality – Scott D. for David Cavallaro
    - Funding for Greatness Program 2.0 has been approved. $20,000. Will set date for planning meeting.
  - Organization/Promotions – Scott Spriggs.
    - Met with group of Winchester creatives to discuss marketing. SU student attended. Going to discuss with her about contacting some downtown businesses about interviewing owners, taking photos to have as assets for marketing promotions to building a catalog of pieces.
    - Need funds to execute marketing on a sustained, long term basis.
- **Downtown Manager's Updates** – Jennifer Bell
  - Events
    - Friday Night Live – June 3. Distributed posters and draft of schedule. Encourage board members to attend and provide feedback. First Friday this month.
    - Old Town Farmers Market Update – Sarah. Three market days so far. Over 2500 people through the market opening day, May 14 (also, Kidzfest). Only 3 hours because closed early due to weather. Last week was first non-rainy day. About 1200 people through the market. 14 vendors participating so far this season. Each Saturday there are 10 vendors. A number of vendors rotate week to week. Still have some spaces available. Looking for volunteers and volunteer musicians.
    - Taylor grass area open again. Sign will be installed regarding dog waste.
    - Family Movie Series with Parks and Rec. Start June 9. Event contractor found sponsor to reimburse the cost of the movies. Parks and Rec could no longer pay for the movies. Fire & Rescue Appreciation Day July 28.

- Classic Movies posters. Magic Lantern is screening the films through the special event contractor.
- Winchester Star Event Ad piece. Circulated in the paper as well as over run to distribute individually.
- Met recently with Bluemont and discussed ways to work together. Happy we are cross promoting their concerts. Included in ad piece. Bluemont will honor our Friday Night Live ticket in July and August. We will time our first band will stop at 7:30 p.m. when Bluemont's first set begins. Robbie Limon will start at 8:15 p.m. when Bluemont breaks between sets. Bluemont second set will overlap. Will reevaluate and continue discussions in the future. Bluemont performer will be listed on the FNL posters.
- Old Town General Store has OTW brand items for sale. Magnets.
- Question regarding ownership of promotional photos and videos. Old Town owns them. Most are saved on City server.

- Budget
  - FY17 Budget as approved. Formal version not printed yet.
  - Current budget has approximately $2400 remaining. Looking for a general motion to spend excess funds on signage and promotional materials like trash can inserts, banners for the roundabout, and other items. Question about signage for the splash pad. If not with a child, not permitted. City code? Suggestion to table until decide on definite items to spend funds on. If table, will lose funds. *Beau Correll moved to spend excess funds on signage and promotional materials at the discretion of the Downtown Manager. Seconded. Approved unanimously. 6/0.*

[Susan Drew left the meeting]

- **Old Business** – none.
- **New Business** – none.
- **Public Comments**
  - Christine Germeyer – OTWBA
    - No OTWBA meeting yet this month.
    - Asked if Welcome Center was open on Memorial Day Monday. No, it was not. If businesses in general or if the business association is interested in having the Welcome Center do additional hours, something formal should be submitted. Would cost additional funding dollars to have open on Sundays or evenings.
    - Waiting for more details on the Greatness Program. What will it look like? Discuss at business session. 4 p.m. Wednesday.

Meeting concluded 6:22 p.m.

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

DRAFT