

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), David Cavallaro, Mark Lore, Steve Maclin, Andrea Smith and Scott Spriggs.

Absent: Beau Correll, Kathlene Courtney, Susan Drew. Downtown Manager Jennifer Bell.
(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of June meeting minutes – *Unanimously approved, 6/0.*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
 - Expenditures Report – no questions.
 - Nothing else to report at this time.
- Vice-Chairperson's Report – Cory Garman
 - Nothing to report at this time.

➤ **Standing Committee Reports**

- Design – Mark Lore
 - Way-finding signage. Draft memo to the city has been developed describing changes to signs and creation of new signs. Committee did not meet last month because of scheduling. Will go through the way-finding signage in detail during the July 13 Business Session. Hope to get approval at August OTDB meeting.
- Economic Vitality – David Cavallaro
 - Greatness Program 2.0 – Close to roll out. Draft commitment form distributed to board members. New this year: Cut radio advertising budget in half to \$5,000. Put \$4,000 into ad design. For \$100 per business, will design a social media ad for that business which the business will own after the promotion. \$75 per month for OTWBA paper. Will meet them to discuss next week. Question regarding effectiveness of radio advertising. Impact is hard to track, but not everyone uses the internet. Still listen to radio. Maybe consider for next year. Not enough funds for print ads, so radio is good option. New ad design element is a good idea.
- Organization/Promotions – Steve Maclin
 - Will have a marketing meeting with local marketing professionals next week. After hours get together. Will report at next meeting.

➤ **Downtown Manager's Updates**

- Events – Dario Savarese
 - Dario presented a brief overview of the events to date including the media campaigns and cross promotion efforts.

[Scott Spriggs arrived]

- Advertising in The Journal out of Martinsburg and NV Daily. Articles in local magazines.
- Celtic Fest was successful. Retail scavenger hunt and new charity partner, Habitat for Humanity. Kidz Fest was great. Sunday Concerts has added opportunity for carriages rides through Shenandoah Carriage Company for a fee. Collaborating with OTHA to provide a young historian on the ride to provide historical information. Classic Movies continuing with Magic Lantern Theater. June FNL was better with ticket sales. Rockin' Independence Eve held at the Taylor this year. Saw big crowds. Event Noon-10pm this year. Collaborated with Jean on a scavenger hunt in retail shops. Gave out about 100 packets. Use events to better our community through charitable organizations. Evans Home participated in RIE through a partnership with Mover Dudes. Dunk tank raised approximately \$1000 for the Evans Home. Big Brothers Big Sisters involved in RIE. Incorporated the Laurel Center through a partnership with Bo Jangle's. Also Habitat for Humanity involved. July FNL working with Bluemont

and have tweaked time to not have complete overlap in music. Cross promoted the events. Save the date for OctoBeer Fest on October 14, 15, &16. Working on ideas for Sunday.

- Scott D. shared that he has heard positive comments about RIE and it seems to be getting better every year.
- Promotional Items – Sarah Acuff Chapman
 - Updated Shopping and Dining Guides with assistance from SU intern. 15,000 ordered. Looking to volunteers to help deliver to local hotels, libraries, downtown businesses. Updated Great Events Rack card with design help from Scott Spriggs. Added Farmers Market logo. Mid-June through end of the year. Also added literature holder in vestibule of Welcome Center that has guides and rack cards for pick up when closed. Looking into possibly putting one downtown near the kiosks as well. SU intern has designed backgrounds for the glass display cases on the kiosk near the courthouse. Display event posters and have event photos when no posters. Also larger, updated downtown map. Small street banners with pie pan logo now installed at the roundabout. Scott Spriggs design.
- **Old Business** – none.
- **New Business** – OTWBA requested money for posters for some upcoming events. Will discuss at planning meeting next week. Submitted formal letter of request to OTDB chair.
- **Public Comments**
 - Christine Germeyer
 - Where's Waldo Scavenger Hunt in progress. Runs the whole month of July. Local 70 year old woman was first to complete entire hunt. First time in most of the stores.

Motion to adjourn. Seconded. Unanimously approved 7/0. Adjournment 6:00 p.m.

Business Session Meeting next week – Wednesday, July 13, 2016 at 4:00 p.m. in the 4th Floor Exhibit Hall.

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