

**Attendees:** Scott Dawson (Chair), Cory Garman (Vice-Chair), Mark Lore, Andrea Smith and Downtown Manager Jennifer Bell

**Absent:** David Cavallaro, Beau Correll, Kathlene Courtney, Susan Drew, Steve Maclin, and Scott Spriggs  
No Quorum – Unofficial Meeting Held

1. Call to order – not a quorum
2. Minutes could not be approved
3. Officers' Reports
  - Chairperson's Report
    - i. OTDB Member Status – Scott indicated that the following people's first terms are expiring in October and need to formally indicate whether they would like to serve a second term: Scott Dawson, Mark Lore, Andrea Smith, Beau Correll, Susan Drew and Steve Maclin. He expressed concern at the low attendance of board members not only at this board meeting but at Old Town events and planning sessions.
    - ii. Expenditures – Jennifer highlighted end of year expenditures
    - iii. Other – discussed location for November 3<sup>rd</sup> retreat. Ryan Hall offered the Shenandoah Valley Discovery Museum.
    - iv. Asked for status of Special Event Contract – Jennifer indicated the City is trying to be careful and diligent in the review process but to expect announcement in the next few weeks.
  - Vice Chairperson's Report – Concerned with wear and tear on the mall. Wants to ensure we are taking care of our asset. Requested Eden or Perry attend next meeting regarding downtown mall concerns.
4. Standing Committee Reports
  - Design Committee – Way Finding System Memo - recommendations cannot be made without a quorum. Committee members are looking at all aspects including wear and tear and will meet soon to walk around together. Some discussion on benefit of directing people to the garages instead of final destination.
  - Economic Vitality – update on Greatness Program, number of businesses to date, determined August 19 as final date to sign up to receive full benefits.
  - Organization – not in attendance, no report given
  - Promotions – not in attendance, no report given

5. Downtown Manager Updates
  - Events – Jennifer noted upcoming events including, Movie Night From Russia With Love, August FNL and August Sunday concert. She noted that October Fest would not have a Sunday date.
  - Farmers Market - discussed farmers market appreciation day.
  - Other – Noted that a \$5,000 Local Challenge Grant was awarded by the VA Commission for the Arts. Highlighted coordination with Bluemont during FNL events. Noted opportunity to advertise at the Clearbrook Welcome Center for \$10 a month. Gave an update on the July Main Street Conference.
  
6. Old Business
  - OTWBA Funds Request – could not be voted on without a quorum
  
7. New Business
  
8. Public Comments – questions about possible Greatness funds supporting OTWBA downtown events paper, not clear if OTWBA is interested. No actions taken.
  
9. Adjournment Next meeting – The next OTDB meeting will take place **September 1, 2016 at 5:30 p.m. in City Hall in the 4<sup>th</sup> Floor Exhibit Hall**. There will also be a planning session held August 10 at 4 p.m. in the Exhibit Hall.

## Greatness Program Update

### Estimated Budget for Program

Company	Cost	Comments
ScreenVision	<b>\$4,025</b>	Video before movies in AB Movie Theater - Dec.
Web Strategies	\$4,000	\$100 per business for estimated 40 businesses
IHEART	\$5,200	Estimated Expenditure
Video Services	\$1,000	Estimated for changing logos on videos
Photography	\$2,000	Estimated cost
Social Media	\$1,000	\$25 per business for estimated 40 businesses
OTWBA Paper	\$1,200	Rebrand of Event Paper
Printing	\$1,500	Restaurant Table Tent Cards ( <i>Less cost if we get free design work</i> )
<b>TOTAL:</b>	<b>\$19,925</b>	Out of \$20,000 there would be \$75 left

OTW 30 second video ad playing twice before every movie at the AB Movie Theater  
 Radio ads mentioning 3 businesses by name to begin next week.  
 Several Facebook ads already created for downtown businesses.

27 Businesses signed up for the Greatness 2.0 Program  
 (Form has not been received for ones in bold)

Crepe Worx
Mountain Trails
Kimberly's
Bright Box
Handworks Gallery
<b>Union Jack</b>
<b>147 Restaurant</b>
Winchester Book Gallery
Wilkins Shoe Store
Thai Winchester

El Centro
Incredible Flying Objects
Espresso Café
Joe's Steakhouse
Michelle's Wigs
Hideaway Café
Old Town General Store
Pebble in a Pond
Dancing Dog
<b>Brewbaker's</b>

<b>Exotic Himalayan Handicrafts</b>
<b>George's Food and Spirits</b>
<b>Once Upon a Find</b>
<b>Piccadilly's Public House</b>
<b>Posh Pets</b>
<b>The Polka Dot Pot</b>
<b>Snow White Grill</b>

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