

1. Call to order
2. Approval of Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. Expenditures
 - ii. Other
 - Vice Chairperson's Report
4. Standing Committee Reports
 - Design Committee
 - Economic Vitality
 - Organization
 - Promotions
5. Downtown Manager Updates
 - Events
 - Farmers Market
 - Other
6. Old Business
 - OTWBA Funds Request
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting will take place **September 1, 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.

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.**

Additional June 2016 Expenditures

Professional Services/Other (31-70)	Budgeted	Closing FY16 Expenditures	Current Balance
Web Content Management for June		\$350.00	
FYTD Account Total	\$8,135.00	\$350.00	\$7,785.00

Printing (35-01)	Budgeted	Closing FY16 Expenditures	Current Balance
Rack Cards (2500)		\$168.81	
15,000 Guides		\$4,170.00	
Budget Line to Line Transfer In		-\$830.00	
FYTD Account Total	\$8,175.00	\$3,508.81	\$4,666.19

Local Media (36-01)	Budgeted	Closing FY16 Expenditures	Current Balance
Facebook Online Ads - Market Post		\$20.00	
Promotions - Facebook Video Ad		\$66.00	
Budget Line to Line Transfer Out		\$2,290.00	
	\$22,682.00	\$2,376.00	\$20,306.00

Copier Charges (46-02)	Budgeted	Closing FY16 Expenditures	Current Balance
Total Annual Charges			
FYTD Account Total	\$350.00	\$0.00	\$350.00

Postal Services (52-10)	Budgeted	Closing FY16 Expenditures	Current Balance
City Hall Postage June			
FYTD Account Total	\$500.00	\$0.00	\$500.00

Telecommunications (52-30)	Budgeted	Closing FY16 Expenditures	Current Balance
Work Cell Phone for June		\$69.99	
FYTD Account Total	\$600.00	\$69.99	\$530.01

Downtown Improvement Repayment (58-05)	Budgeted	Closing FY16 Expenditures	Current Balance
Annual Payment		\$50,000.00	
FYTD Account Total	\$50,000.00	\$50,000.00	\$0.00

Misc. Charges (58-72)	Budgeted	Closing FY16 Expenditures	Current Balance
Swank Movies for Movies on the Mall		\$2,584.00	
FYTD Account Total	\$2,800.00	\$2,584.00	\$216.00

Office Supplies (60-01)	Budgeted	Closing FY16 Expenditures	Current Balance
Document Holders (2)		\$64.12	
Push Pins		\$2.84	
slanted document holders (3)		\$28.29	
laminating pouches		\$14.65	
Chair mat		\$80.23	
File Folders		\$17.50	
Envelopes		\$12.97	
Case of Paper		\$34.59	
Post-it Notes		\$13.38	
FYTD Account Total	\$405.00	\$268.57	\$136.43

Other Operating Supplies (60-14)	Budgeted	Closing FY16 Expenditures	Current Balance
Wind Signs (2)		\$331.88	
OTW Table Cover		\$179.54	
OTW Tote Bags (300)		\$653.22	
Toner Set		\$493.48	
Batteries "C"		\$10.02	
Budget Line to Line Transfer In		-\$1,460.00	
FYTD Account Total	\$2,214.00	\$208.14	\$2,005.86

April 2016 update

Full Circle Marketing:	Dario Savarese	540-722-8700, Dario@fullcirclem.com
meeting & attendees	discussion points or action steps	
OTDB meetings	Updated board members through weekly meeting with Jennifer Bell, review 2016 event plans and continued media branding efforts.	
Downtown Manager, weekly meeting	<p>Discussed the kidzfest and number of exhibitors. Discussed additional activities including programing for the Taylor, 3 different acts (Reptiles Alive and more).</p> <p>Discussed partnering with Bluemont series, pending meeting. Discussed the new vision of the event posters. Discussed St Paddy's Celtic Fest, summary of the event and how Habitat benefitted. Confirmed in having Celebrating Patsy Cline singer join the July FNL and secured having John Kirby Tribute for the September Sunday Concert and having SU participate with the events. Discussed the task orders and assistance from public works. Discussed the moving of RIE stage to Taylor Pavilion.</p>	
Old Town Merchants	Continue to communicate with downtown merchants in person and via email about events and distributing event fliers and posters.	
Meetings with sponsors	<p>We have verbal agreements and contracts being sent to new and existing sponsors. We have also been meeting with other businesses and discussing participation.</p> <p>Projections of sponsorship support, currently we anticipated/pledged sponsorship revenue to be over \$40,000</p>	
Opportunistic PR	<p>Secured a 2 page story and photos in Valley Homes & Style (cir 15,000) and Around the Panhandle (cir. 12,000) each month, each valued at \$1,500.</p> <p>Finalized details to continue The Journal Newspaper trade partnership providing color full page spread (85% of entire page) of photos, story and ad promoting Old Town and events (this is valued at over \$2,000 per issue) from May through December (this is over \$16,000 value and cash savings regarding paid ads).</p> <p>The Journal is also providing a color 2 page spread in the Weekender- special weekly, (80% of the two pages) of photos, story and ad promoting Old Town and events (this is valued at \$1,500 per issue) from May through December (this is a \$12,000 value and cash savings regarding paid ads). The Journal Newspaper relationship is a \$28,000 value in cash advertising to Old Town Winchester.</p>	
media partners	Secured Centennial Radio Group to continue to support OTW. Developed new partnership with The Journal Newspaper, as indicated above, providing \$28,000 advertising value for Old Town.	
Operational details	Securing bands, outreach to volunteer groups, exhibitors for events, street performers, and acoustical groups	

February 2016 update

Full Circle Marketing:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points or action steps

OTDB meetings

Updated Downtown Manager on activities for the 2016 events to share with OTDB.

Downtown Manager, weekly meeting

Discussed OTDB retreat and changes. Continue to review budgets & events and enhancements for 2016.
 Discussed partnering with Bluemont series, and working closer together.
 Discussed the elements to St Paddy's Celtic Fest, music, dancers, bag pipers, kids games.
 Discussed press conference announcing Old Town events, potentially February 24th.
 Discussed success of videos and new event, reduction of drone
 Update on progress of series of stories for 2016 and themes
 Discussed and finalized moving the first FNL to June 3rd
 Discussed having Celebrating Patsy Cline singer join the July FNL
 Discussed having John Kirby Tribute for the August FNL, Jazz band from Steven's Cafe

Old Town Merchants

Discussed how to use events to cross promote via social media and in front of business come summer events.

Meetings with sponsors

We are reaching out to sponsors to secure support for 2016 and have verbal agreements and contracts being sent to new and existing sponsors. We have also been meeting with other businesses and discussing participation. Projections of sponsorship support, currently we anticipated/pledged sponsorship revenue to be over \$10,000.

Opportunistic PR

Secured a 2 page story and photos in spring issue, Valley Homes & Style, cir 15,000. A two page story with photos is valued over \$1,500.

media partners

Met with NV Dailey and developed a new partnership this is valued at \$12,000. Centennial Broadcasting Radio and secured their continued support, also with Winchester Star to discuss a 4 page spread about Old Town events valued at \$5,000.

Operational details

Securing bands, Grand Rental, authorization for use of property and other aspects.

St Paddy's Celtic Fest

Strategized with Downtown Manager regarding diversifying music to be broader. Discussed the tie with Habitat for Humanity and partnership with four restaurants. music, dancers, bag pipers, kids games and more

January 2016 update

Full Circle Marketing:	Dario Savarese	540-722-8700, Dario@fullcirclem.com
meeting & attendees	discussion points or action steps	
OTDB meetings	Monthly meeting - update board members about 2015, when called upon. Updated Downtown Manager on activities for the 2015 events to share with OTDB.	
Downtown Manager, weekly meeting	<p>Discussed OTDB retreat and level of success. In 2015 reviewed budgets & events and enhancements for 2016. Continue to discuss events, branding, and communication with merchants. Discussed Holly Jolly event success.</p> <p>Discussed partnering with Bluemont series, and working closer together.</p> <p>Discussed creating the new St Paddy's Celtic Fest, music, dancers, bag pipers, kids games.</p> <p>Discussed plan date for press conference announcing Old Town events, potentially February.</p> <p>Discussed success of videos and new event</p> <p>Discussed a series of stories for 2016 and themes</p> <p>Discussed Moving the first FNL to June 3rd</p> <p>Discussed having Celebrating Patsy Cline singer join the July & John Kirby Tribute for the August</p>	
Old Town Merchants	<p>Visited with various merchants to communicate about the events and 2016. The merchants were pleased with the events and media exposure from 2015. Discussed how the greatness program cross promoted the stores staying open later but also the whole mall.</p> <p>Attended the OTWBA meeting and discussed the St Paddy's Celtic Fest event and partnering with them on the retail promotion</p>	
OTDB Promotions committee	Attend monthly meetings and assisted with ideas about promotions/marketing. Discussed idea about St Paddy's Celtic Fest per request of some merchants who were hoping for a Saturday afternoon event in the winter months.	
Report for 2015 events & marketing campaign	Preparing report for Downtown Manager about each 2015 event; budgets, sponsors, partners, importance of (website, Facebook, App), potential media impact, surveys, charitable participants.	
Meetings with sponsors	We are reaching out to sponsors to secure support for 2016 and have some verbal agreements.	
Opportunistic PR	Discussed new magazine, Northern VA Magazine as new partner. Contacting multiple newspapers, magazines, radio and TV media's in hopes to engage in creating multiple stories about Old Town	
media partners	Media with various media partners to secure their continued support.	
Operational details	Reaching out to bands for 2016	

March 2016 update

Full Circle Marketing:	Dario Savarese	540-722-8700, Dario@fullcirclem.com
meeting & attendees	discussion points or action steps	
OTDB meetings	Updated board members through weekly meeting with Jennifer Bell, review 2016 event plans and continued media branding efforts.	
Downtown Manager, weekly meeting	<p>Discussed partnering with Bluemont series, and working closer together, sent proposed partnership, awaiting word from them.</p> <p>Hosted and discussed the new St Paddy's Celtic Fest, music, dancers, bag pipers, kids games, very successful event.</p> <p>Discussed press conference and new location for 2017. Discussed success of videos and new event. Finalized moving the first FNL to June 3rd</p> <p>Discussed and secured having Celebrating Patsy Cline singer join the July FNL</p> <p>Discussed and secured having John Kirby Tribute for the September Sunday Concert and having SU participate with the events. SU Jazz band to participate with August Friday Night Live</p>	
Old Town Merchants	<p>Hosted a great leprechaun scavenger hunt through the St Paddy's event. There were 24 retail stores who participated.</p> <p>More retail business shared the FB post that we push out for the St Paddy's event</p>	
OTDB Promotions committee	Attend monthly meetings and assisted with ideas about promotions/marketing. Also attended the annual Stakeholders meeting.	
OTDB Subcommittee for branding	Monthly meet with committee and assisted with ideas to engage OTW businesses to utilize the brand within their own marketing campaign	
Meetings with sponsors	We have verbal agreements and contracts being sent to new and existing sponsors. We have also been meeting with other businesses and discussing participation. Projections of sponsorship support, anticipated/pledged sponsorship revenue to be over \$15,000.	
Opportunistic PR	Secured a 2 page story and photos in spring issue, Valley Homes & Style, cir 15,000. A two page story with photos is valued over \$1,500.	
media partners	Met with I Heart Media secured their continued support.	
Operational details	Continue to secure bands, meeting with Shenandoah University insurance requirements, and authorization for use of property, sound lighting, send memo for use of facilities/parking lots.	

May 2016 update

Full Circle Marketing:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points or action steps

OTDB meetings

Updated Downtown Manager on activities for the 2016 events to share with OTDB.

Downtown Manager, weekly meeting

Reviewed Kidz Fest, great success, despite rain from 1:30 to 3:30, roughly 50 exhibitors, attendance over 3,000, safe event, merchants loved the event and surveys were entirely positive. We had some sponsors and vendors wait the rain out and after 3:30 we continued KidzFest and attendees reengaged with the exhibitors. We finalized a number of the event posters and vision. Developed an additional activity for the Sunday Concerts, by adding Shenandoah Carriage Company partnership. Discussed new additional diverse activities during the Friday Night Live, Steel Drum Band, for June FNL

Old Town Merchants

Continued to visit with merchants about the events and new merchants (personal visits to: Three Little Birds, Mountain Trails, Silver Cloud, Hair Salon, Greenfield Senior Living). Continue to communicate with downtown merchants in person and via email about events and distributing event fliers and posters.

Meetings with sponsors

We have verbal agreements and contracts being sent to new and existing sponsors. We have also been meeting with other businesses (8 new businesses) and discussing participation. Projections of sponsorship support, currently we anticipated/pledged sponsorship revenue to be over \$45,000.

Opportunistic PR

Secured and designed a four page (2 color and 2 black and white pages) spread in Winchester Star promoting events in Old Town (Bluemont Concerts, Classic Movies, Sunday Concerts, Farmers Market and more). The cost of a full page color ad in the Winchester Star is \$2,000 and the value of this 4 page spread valued at over \$6,000 for Old Town. Insert to run June 1st prior to first Friday Night Live.

Media partners & marketing campaign

Continue interfacing with media partners and sending them content, radio copy, photos for web slider, facebook messages, 92.5 WINC TV/ Comcast slide for Ch 15, interviews, delivered tickets, posters, posting sponsor Facebooks. FCM managing the video scripts, photos secure footage, content for video and post via Facebook/boosting. We have also added an Instagram for OTW and are implementing a campaign.

Operational details

Continued working on details regarding operational elements being secured and lined up for the events.



PO Box 168
Winchester, VA 22604
Email: president@otwba.com
www.otwba.com

July 7th, 2016

Old Town Development Board
City of Winchester, Virginia
15 North Cameron Street
Winchester, VA 22601

Dear Members of the Board:

The Old Town Winchester Business Association would like to request funding assistance from the Old Town Development Board in the amount of \$700. The money will be used for the following promotional materials:

100 Back to School/Back to Old Town posters (11x14)	\$175
100 Spooktacular posters (11x14)	\$175
100 Plaid Friday/Shop Small Saturday posters (11x14)	\$175
100 Easter Egg Hunt posters (11x14)	\$175

The business association will utilize the Old Town branding logo on all posters.

Your serious consideration of our request is greatly appreciated.

Sincerely,

Ryan Hall
Old Town Winchester Business Association

Way-Finding Signage

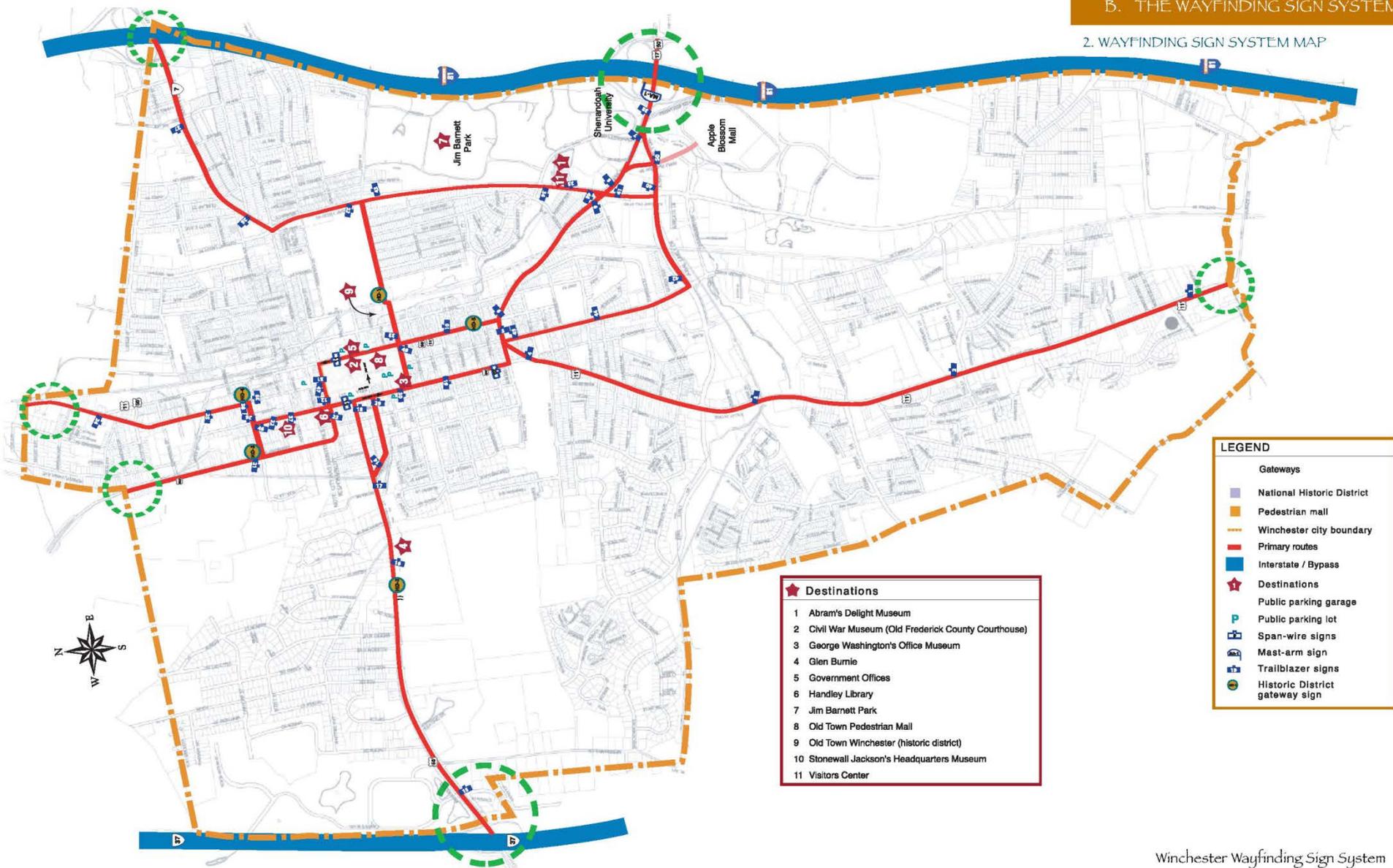
Proposed Updates



Way-Finding System Map

B. THE WAYFINDING SIGN SYSTEM

2. WAYFINDING SIGN SYSTEM MAP



Way-Finding System Map



Outdated Signs

Sign #5



Location:

Millwood/Cameron

Proposed Information:

Old Town Info & Parking

←

Govt. Offices ←

Area Visitors Center →

Sign #11



Location:

**Approaching
Cameron/Piccadilly**

Proposed Information:

Old Town Info & Parking



Handley Library ←

Sign #12



Location:

Piccadilly/Braddock

Proposed Information:

Handley Library ↑

**Museum of the
Shenandoah Valley ←**

Old Town Info & Parking

←

Sign #17



Location:

**Junction of
Amherst/Boscawen**

Proposed Information:

Old Town Info & Parking



Government Offices ↑

Area Visitors Center →

Sign #18



Location:

Amherst/Braddock

Proposed Information:

Old Town Info & Parking

↑

Discovery Museum →

George Washington's

Office Museum →

Sign #23



Location:

Braddock/Piccadilly

Proposed Information:

Handley Library →

Old Town Info & Parking

↑

**Museum of the
Shenandoah Valley↑**

Sign #25



Location:

Loudoun St. North
(at 523 N. Loudoun)

Proposed Information:

Old Town Info & Parking
↑

Museums ↑

Area Visitor Center ↑

Sign #28



Location:

Berryville Ave/Pleasant Valley

Proposed Information:

Old Town Winchester ↑

Jim Barnett Park ←

Area Visitors Center ←

Sign #29



Location:

Boscawen/Braddock

Proposed Information:

Old Town Info & Parking

←

Civil War Museum

Parking ←

Area Visitors Center →

Sign #33



Location:

Cork/Cameron

Proposed Information:

Discovery Museum ↑

Handley Library →

Old Town Info & Parking

→

Sign #39



Location:

Loudoun/Wyck

(at 553 N. Loudoun)

Proposed Information:

Old Town ↑

**Old Town Info & Parking
↑**

Area Visitors Center ↑

Sign #45



Location:

Loudoun/Gerrard

Proposed Information:

Old Town Info & Parking

→

Area Visitors Center →

Sign #47



Location:

N. Loudoun/Piccadilly

Proposed Information:

Handley Library →

Old Town Info & Parking

→

Area Visitors Center →

Missing or New Signs

Sign #13 (missing)

Location:

Braddock/Amherst

Proposed Information:

Old Town Info & Parking ←

Museum of the Shenandoah Valley →

Sign #43

(Disappeared since this picture)



Location:

Pleasant Valley/Cork

Proposed Information:

Old Town Info & Parking

←

Discovery Museum ←

Sign #4 (missing)

Location:

Valley Ave toward Gerrard/Loudoun

Proposed Information:

Old Town Info & Parking →

Government Offices →

Alternate New Sign #4

Location:

Valley Ave at Orrick Cemetery

Proposed Information:

Old Town Info & Parking ↑

Government Offices ↑

New Sign Needed

Location:

National Ave Circle



Proposed Information:

Old Town Info & Parking →

Museums →

Govt. Offices →

Recommendation from the Old Town Development Board
regarding Updating Way-Finding Signage

In 2004, the city installed a comprehensive Way-Finding Signage System to help visitors to navigate in and around Winchester and to create a sense of place for the community. This system has served us well: most of it is in good condition and can be retained for some time to come.

However developments over the past twelve years require some updating of the system, particularly in Old Town Winchester. The need for such updating is recognized in the city's strategic plan for 2016-2020. From the vantage point of our concern for Old Town, the major priorities should be:

1. Three signs have fallen down, are missing or damaged and need to be replaced.
2. Some downtown signs still reflect Braddock and Cameron streets as one-way which causes confusing and misleading directions to OTW attractions;
3. The signage does not sufficiently guide visitors to the George Washington parking garage which was built post-2004; in fact downtown signs could generally do more to direct visitors to all the downtown parking garages rather than to metered parking;
4. Downtown signage should alert visitors to the option of obtaining OTW information from the new OT Welcome Center and/or other possible facilities. The current signs direct visitors out of downtown out to the W-FC Visitor Center; this may be misleading and unnecessary for many. We believe that signage should list both options, perhaps "Old Town Information" and "Area Visitors Center" or some such formulation.
5. New signage is needed to direct motorists into downtown by the newly-rebuilt National Avenue corridor.

To meet these priorities, a number of the existing signs will need to be replaced (city public works staff and one commercial sign fabricator we have consulted advise that patching existing signs will result in poor appearance and is not desirable). These same sources estimate the cost of manufacturing new signs as

approximately \$600 each. In addition, a new post and bracket for a new sign at the National Avenue circle will cost an additional \$600.

Accordingly, we estimate that the ballpark cost of this update project will be:

3 X \$600 = \$1800 (Priorities 1-4)

13 X \$600 = \$7800 (Priorities 2-4)

1 X \$1200 = \$1200 (Priority 5)

TOTAL -- \$10,800

This is necessarily a rough estimate. We suggest that a budget of \$15,000 be created for this program to allow for possible cost overruns and/or contingencies.

Attached is a listing of the signs we believe should be changed, keyed to

(1) The Power Point program at [fill in city network link]

(2) The Frazier diagram of the full system, also attached.

The OTDB Design Committee, working with city staff, is beginning to fine-tune lettering for the new signs (the original Frazier design will be maintained).

Attachments: a/s