

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, February 19, 2015. The meeting began at 8:00 a.m. and was held at the Winchester-Frederick County Visitors Center.

**Board Members Present:** Rebecca Ebert, Bill Hottel, Karen Helm, Eric Campbell

**Board Members Absent:** Sharon Farinholt, Priya Patel, Eddie Richard, Tootie Rinker

**Staff:** Sally Coates, Renee Bayliss

**Non-Voting Board Members, Guests & Media:** Jennifer Bell, Winchester Downtown Manager; Derek Gomes, Winchester Star; Tom Griffin, Virginia Green

**Call To Order:** Ms. Rebecca Ebert, Chairman, called the meeting to order.

**Roll Call:** Mrs. Renee Bayliss

### **Approval of Minutes**

The January 2015 minutes were approved on a motion by Bill Hottel, seconded by Eric Campbell.

### **Executive Director's Report – Sally Coates**

Mrs. Coates reported on several meetings and conferences that she has attended in the past month, including the Great American Outdoors Show in Harrisburg, PA, the Mid-Atlantic Tourism Public Relations Alliance meeting, Patsy Cline Festival Committee meeting, Civil War Sesquicentennial Committee meeting, and the Mid-Atlantic Souvenir Expo in Winchester.

The Convention & Visitors Bureau is tasked with recording all special programs and events that were organized in Winchester-Frederick County to commemorate the 150<sup>th</sup> Anniversary of the Civil War. Mrs. Coates has been compiling documents to be submitted to the Virginia Sesquicentennial of the American Civil War Commission. In order to keep a local record of Civil War Sesquicentennial events, Mrs. Coates also provided a copy of the documents to Ms. Rebecca Ebert, archivist at Handley Regional Library, at the board meeting.

### **Old Business:**

#### **Report from Nominating Committee – Karen Helm**

Karen Helm informed the board of the progress of the nominating committee in replacing Theresa Gaines on the board. She noted that several people have expressed interest. They will be checking

availability, and the committee will likely provide two potential candidates at the next board meeting in March.

**New Business:**

**Demonstration of iTours – Renee Bayliss**

Mrs. Bayliss demonstrated the new mobile tours of local attractions that the CVB has created with iTour Mobile. Seven tours are available, and include Crazy for Patsy Cline, Walking Washington’s Winchester, Battle for Winchester, Discover Winchester-Frederick County, The Wilderness Road, Family-Friendly Fun, and Follow the Apple Trail. She pointed out that the tours are available both as an app, and also on [www.VisitWinchesterVA.com](http://www.VisitWinchesterVA.com), under Tours and Itineraries. Accessing the tours from the website does not require an app to be downloaded.

**Presentation on the Virginia Green Program – Tom Griffin**

Mr. Griffin explained the purpose and goals of the Virginia Green program. Virginia Green aims to make travelers aware of green travel options, by certifying tourism-related businesses that demonstrate green practices, and helping to promote them as such. The program is a resource for businesses, and encourages environmental practices such as recycling, water conservation and waste reduction, that in effect reduce environmental impacts and improve profitability. Virginia Green recognizes its outstanding partners with awards and recognitions. Virginia Green hosts workshops and educational events as well. Virginia Green partners with the Department of Environmental Quality and Virginia Hospitality & Travel Association.

**Public Comments**

Jennifer Bell noted that Old Town Winchester has announced its calendar of events for 2015.

Karen Helm reported on the Artisan Trail after-hours event that was held at the Shenandoah Arts Council, and noted that several more events are coming up in the spring, including a lunch and learn in March.

The meeting was adjourned at 8:55 am on a motion by Eric Campbell, seconded by Karen Helm.

Respectfully Submitted by Renee Bayliss, Visitor & Community Relations Specialist, City of Winchester