

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, August 18, 2016. The meeting began at 8:12 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Dan Martin, Andy Gyurisin, Kristen Laise, Priya Patel

Board Members Absent: Eric Campbell, Karen Helm, Eddie Richard, Sharon Farinholt, Mary Braun

Staff: Renee Bayliss, Justin Kerns

Non-Voting Board Members, Guests & Media: Josh Janney, Winchester Star; Jennifer Bell, Winchester Downtown Manager; David Mikula and Heather Young, Mikula-Harris.

Call To Order: Mr. Dan Martin, Chairman, called the meeting to order.

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

Due to the lack of a quorum, the July minutes will be approved at the September meeting.

Executive Director's Report

Mr. Kerns discussed last month's visit of the travel show featuring host Colleen Kelly, which spent a lot of time in Old Town Winchester. The city and county approved Mr. Kerns' request to apply for an ABC license, which he has been working on completing. Mr. Kerns has also accepted the role of legislative chair for the VACVB, in which he will serve as a liaison for the Virginia Restaurant, Lodging, and Travel Association. He will be representing a group of destination marketing organizations, not just Winchester-Frederick County. Mr. Kerns distributed information on WWI and WWII commemorative marketing grant applications from Virginia Tourism Corporation. He also discussed the possibility of partnering with Winchester Airport to offer bi-plane rides in October that would offer riders the opportunity to view fall foliage and the Battle of Cedar Creek Reenactment.

Committee Reports:

Marketing Committee –Sharon Farinholt and Kristen Laise

The Marketing Committee did not meet in the past month.

Branding Committee – Andy Gyurisin and Priya Patel

Progress on the branding project was covered in the presentation by Mikula-Harris at the end of the meeting.

By-laws Committee – Dan Martin and Karen Helm

Mr. Martin distributed notes for discussion on the updates to the by-laws. Items included whether it is necessary to review the Executive Director annually, limits on member term limits, and whether it is possible and permissible to vote via email if a quorum is not present at the time of the monthly meeting. Several board members and Mr. Kerns questioned whether this is allowed as a board of a government entity. Mr. Martin also questioned whether the board currently follows the actions described in the by-laws regarding the Personnel Committee. Kristen Laise noted that the board should check with the City

of Winchester regarding personnel procedures on this item. Mr. Kerns also discussed a minor change that may need made is to change the term “hoteliers” to “lodging” to not exclude lodging properties other than hotels. The board decided to review these items and present the findings at the next meeting.

Unfinished Business – Justin Kerns

The review of the Family Travel with Colleen Kelly, ABC License progress, and Mr. Kerns’ acceptance of the legislative chair position with VACVB was covered in the Executive Director’s report.

New Business

Artisan Trail Inaugural Celebration – Karen Helm

Mrs. Helm previously emailed the board a review of the Artisan Trail planning. The Inaugural Celebration will be on September 8.

Presentation – Rebranding Overview by David Mikula and Heather Young

Mr. Mikula described the branding process as a three step plan, including a detailed explanation of the discovery phase, strategy phase, and creative work phase. He was pleased that the CVB decided to include an advertising plan in the contracted services, since it will be a more complete package than just branding. Finally, he gave a brief overview of the company. They are located in Roanoke, Virginia, specialize in tourism, and complete 2-3 branding projects a year.

Mr. Kerns asked Mr. Mikula what the role of the tourism office and board will be during this process. Mr. Mikula noted that they will work to determine the best way to communicate with the full board, and that the research phase will require a lot of input from the CVB and Tourism Board. Ms. Kristen Laise pointed out that it will be important to differentiate Winchester from the Winchester gun company. When asked about the timeline, Mr. Mikula confirmed that the five month timeline is realistic, and it would be difficult to expedite the process. Mr. Andy Gyurisin asked Mr. Mikula to provide the board with the specific timeline so that the board can stay on schedule.

Public Comments

Jennifer Bell reminded the board of tomorrow’s Friday Night Live event, and also the Sunday Concert at the Taylor Pavilion. Kristen Laise announced that the Belle Grove Wine Fest is coming up, in addition to their fundraising movie event showing Easy Rider at the Alamo Drafthouse Cinema. Andy Gyurisin informed the board of the Lost Weekend Film Festival, which will take place September 22-25. In addition, the Alamo has now instituted reserved seating for all movie showings.

The meeting was adjourned at 9:13 am by Dan Martin, chairman.

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