

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, December 15, 2016. The meeting began at 8:00 a.m. and was held at the Winchester-Frederick County Visitors Center.

**Board Members Present:** Dan Martin, Andy Gyurisin, Karen Helm, Kristen Laise, Eddie Richard, Sharon Farinholt, Mary Braun

**Board Members Absent:** Eric Campbell, Priya Patel

**Staff:** Renee Bayliss, Justin Kerns

**Non-Voting Board Members, Guests & Media:**

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

**Roll Call:** Mrs. Renee Bayliss

### **Approval of Minutes**

The November meeting minutes were approved on a motion by Sharon Farinholt, seconded by Karen Helm.

### **Executive Director's Report**

Mr. Kerns reported that the committee that will be planning the MATPRA event held their first meeting. Dan Martin asked Mr. Kerns about the participants. Mr. Kerns noted that five members of the public attended, including representatives from local historic sites, hotel properties, and interested community members. He also told the board that an intern from JMU has offered to assist the CVB in the planning this summer. Mr. Kerns asked Mrs. Bayliss to report on the Virginia Tourism Corporation's conference in November. She pointed out that one of that unlike the past few years, technology was not the primary focus of the educational sessions, and was pleased to learn more about how to use storytelling to sell Winchester-Frederick County as a destination.

Mr. Kerns also gave an update on the various regional initiatives, including Shenandoah Valley DMOs, Farm2Fork group, and Shenandoah Spirits Trail. Karen Helm and Andy Gyurisin discussed the agricultural conference that is held annually at the Best Western, and commented that it sounds like a similar event. Mr. Gyurisin questioned how many local farms or businesses will attend the event in Luray. Eddie Richard discussed the issues of what is truly "Farm to Fork" and locally produced. Mr. Kerns reported that the Shenandoah Spirits Trail organized a presentation on ABC laws, and several board members asked for the trail maps, noting they are very popular.

### **Committee Reports:**

#### **Marketing Committee and Branding Committee –Sharon Farinholt and Kristen Laise, Andy Gyurisin**

Sharon Farinholt reported that the group met yesterday, and were presented with four options, but there was not a specific one that stood out over the rest. Mikula-Harris will be working on revisions to be presented in the coming weeks. Both Sharon Farinholt and Kristen Laise noted that the results of the focus group and the research was well represented, and it was clear that Mikula-Harris listened to feedback at these meetings to create the concepts. Mr. Gyurisin reported that they are going to present the concepts with text only so that a decision can be made on the content first, before the imagery.

### **New Business**

#### **Top of Virginia Artisan Trail update – Karen Helm**

Mrs. Helm reported that an event is being planned to showcase members on the Artisan Trail, and a fundraiser is being organized to obtain funds to print additional brochures.

#### **ABC License for Gift Shop – Justin Kerns**

Mr. Kerns announced that the CVB has been approved to sell alcohol in the gift shop, making it the first government-run Visitors Center in the state to do so. He reported that he has spoken with Shenandoah University about altering the gift shop space, including painting and adding shelves to display the products. A special ABC training will be held January 10 for the Visitors Center staff. Sharon Farinholt asked if it will be necessary to purchase the alcohol from a distributor. Mr. Kerns replied that only beer from Escutcheon Brewing will need to go through a distributor. Mary Braun asked if the board could be provided with numbers on visitation. Dan Martin noted that the board used to receive Dashboard reports each month at the board meeting, and they would like to be provided with this information. Finally, Mr. Kerns showed the board the newly designed Media Kit that will be used for this year's Visitors Guide advertising sales.

### **Public Comments**

None.

The meeting was adjourned at 9:00 am on a motion by Sharon Farinholt, seconded by Karen Helm.

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