

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, February 16, 2017. The meeting began at 8:10 a.m. and was held at the Winchester-Frederick County Visitors Center.

**Board Members Present:** Eric Campbell, Andy Gyurisin, Karen Helm, Kristen Laise, Priya Patel, Sharon Farinholt

**Board Members Absent:** Dan Martin, Eddie Richard, Mary Braun

**Staff:** Renee Bayliss, Justin Kerns

**Non-Voting Board Members, Guests & Media:** Jennifer Bell, Winchester Downtown Manager; Bill Ewing, Frederick County Board of Supervisors

**Call To Order:** Eric Campbell, Vice-Chairman, called the meeting to order.

**Roll Call:** Mrs. Renee Bayliss

### **Approval of Minutes**

The January meeting minutes were approved on a motion by Sharon Farinholt, seconded by Priya Patel.

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

Mr. Kerns discussed the activities of the past month, including Tourism Tuesday radio show. His special guest was Jennifer Bell. They discussed the Old Town Chocolate Escape event and coffee shops.

Other tasks included a WHAG TV segment for Black History Month, several hotel visits, and a meeting with the Civil War cluster group to discuss plans for Civil War Weekend. Mr. Kerns took a tour of the Shenandoah University campus, and discussed potential collaborations and the new indoor sports facility. He also reviewed the latest activities with regional partnerships, including the Shenandoah Valley DMO group, Farm2Fork Affair group, and Shenandoah Spirits Trail. The Shenandoah Valley DMO group is working on an Orlando, Florida marketing campaign.

### **Committee Reports:**

#### **Marketing Committee and Branding Committee – Sharon Farinholt/Kristen Laise and Andy Gyurisin/Priya Patel**

It was reported that Mikula-Harris should have logo ideas to present soon. The ad campaign is still being tweaked, per the last feedback that was given.

#### **MATPRA Marketplace Committee – Karen Helm**

Karen Helm informed the board of the latest work by the MATPRA Marketplace Taskforce, which is a large group with several committees, including itineraries, sponsorships, and budget. She noted that the participants are very engaged. After the itineraries are in place, the sponsorship team will be able to make more progress.

## **Unfinished Business**

### **2017 Visitors Guide update – Justin Kerns and Renee Bayliss**

Mr. Kerns told the board that this year, there was a slight increase in ad value that was sold. The guide should be out near the beginning of April. Priya Patel asked Mrs. Bayliss whether completing the branding has affected the design. Mrs. Bayliss replied yes, that she is holding off on some aspects to see if the logo will be finalized soon.

## **New Business – Justin Kerns**

### **National Trust for Historic Preservation solicitation**

Mr. Kerns presented a letter that was received asking for our organization's support for more funding to address the National Trust's deferred maintenance backlog. Andy Gyurisin noted that if the board decides to sign in recognition of our support, the CVB should make a public announcement explaining how tourism in our area could be affected.

### **Update on tourism-related state legislation via VRLTA**

Mr. Kerns said that VRLTA is supporting legislation that will allow localities to collect bed taxes from providers offering lodging on the website Airbnb.

### **Beer/wine/cider Visitor Center sales update/launch**

The Visitors Center will not be able to carry Valerie Hill Winery's wine due to distribution agreements, but will be selling products from Escutcheon Brewing, James Charles Winery & Vineyard, and Winchester Ciderworks. There will be empty growler containers with gift certificates for Alesation Brewing and Winchester Brew Works.

### **2017 Tourism Board member terms/openings**

Upcoming position openings include the terms of Eddie Richard and Karen Helm. Dan Martin was not present, but a discussion will need to be had to confirm if his term is nearing completion.

## **Public Comments**

Sharon Farinholt announced that the organization Bright Futures is accepting donations of new socks and toiletries for school children, and they can be dropped off at her business, Crown Trophy. Jennifer Bell reminded the board of the upcoming Old Town Restaurant Week. Andy Gyurisin noted that the Alamo Drafthouse is doing numerous screenings for Black History Month to benefit the local NAACP. On another note, several board members asked Mr. Kerns if he can provide a monthly report of numbers pertaining to the CVB and Visitors Center. He asked for specifics on what should be included.

The meeting was adjourned at 9:15 am on a motion by Kristen Laise, seconded by Andy Gyurisin.

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