The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, January 19, 2016. The meeting began at 8:05 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Dan Martin, Eric Campbell, Karen Helm, Kristen Laise, Eddie Richard, Mary Braun, Priya Patel, Sharon Farinholt

Board Members Absent: Andy Gyurisin, Karen Helm

Staff: Renee Bayliss, Justin Kerns

Non-Voting Board Members, Guests & Media: Jennifer Bell, Winchester Downtown Manager; Bill Ewing, Frederick County Board of Supervisors; Dave Stegmaier, Office of Congresswoman Barbara Comstock

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

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

The December meeting minutes were approved on a motion by Eddie Richard, seconded by Mary Braun.

Executive Director's Report

Mr. Kerns reported that he has been in the office the majority of the past month due to a leg injury. Work has begun on the 2017 Visitors Guide, although some of the design will be dependent on when the branding is approved. Mr. Kerns reported that he had First Night Winchester representatives as guests on the Tourism Tuesday radio show. He also has appeared on the television station, WHAG, to discuss the rebranding and Visitors Center alcohol sales.

Mr. Kerns participated in conference calls for the Virginia Restaurant Lodging and Tourism Association legislative committee and took part in the welcome for the City of Winchester's INSIGHT training class. Finally, he gave an update on the regional initiatives, including the Shenandoah Spirits Trail, Shenandoah Valley DMO group, and Farm2Fork Affair group.

Committee Reports:

Marketing Committee and Branding Committee

Mr. Kerns presented a recommendation from the branding company, Mikula-Harris, which suggested that the marketing name used in the CVB's advertising should be "Discover Winchester." Kristen Laise

and Mary Braun noted that the topic needs to be discussed with Frederick County. Bill Ewing also noted that he would like to discuss it further and take the suggestion back to the Board of Supervisors. After an extensive discussion, the board decided that they would take a vote, so that they could make an official recommendation. Dan Martin asked for a motion to move forward with the use of the marketing name, "Discover Winchester." Sharon Farinholt made a motion, seconded by Eric Campbell, all in favor to recommend that they agree with the branding company's suggestion to use "Discover Winchester." Bill Ewing suggested that when possible, Frederick County and its towns should be included in the verbiage directly after "Discover Winchester."

MATPRA Marketplace Committee

Mr. Kerns reported that the subcommittee groups are now established, and have been meeting or making plans to meet. Mr. Kerns and Mrs. Bayliss will be attending all of MATPRA's quarterly meetings until the 2017 Marketplace takes place.

New Business

2017 Visitors Guide update – Justin Kerns

Mr. Kerns told the board that staff is waiting for responses from advertisers on ad placement, Mrs. Bayliss needs photos for the guide and that he is now offering discounts to advertisers that purchase both Duratran and Visitors Guide ads.

Public Comments

Dave Stegmaier, from the office of Congresswoman Barbara Comstock, and Bill Ewing, the new representative from the Frederick County Board of Supervisors, introduced themselves to the group. Jennifer Bell reminded everyone of the Chocolate Escape event in February in Old Town Winchester. Mary Braun announced two new exhibits at the Discovery Museum. Eddie Richard noted that Richards Fruit Market will be open every 3rd Saturday. Priya Patel commented on the average daily hotel rates doing well. Kristen Laise informed the board of Belle Grove Plantation's plans for a Black History Month program.

The meeting was adjourned at 8:55 am on a motion by Eddie Richard, seconded by Sharon Farinholt.

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