

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, July 18, 2013. The meeting began at 8:00 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Rebecca Ebert, Dan Martin, Bill Hottel, Sue Robinson, Rainee Simpson, Sharon Farinholt, John Marker

Board Members Absent: Tootie Rinker, Eric Campbell

Staff: Sally Coates, Renee Bayliss

Guests & Media: Matt Armstrong, Winchester Star; Josh Huff, The Bright Box

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

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

The June 2013 minutes were approved on a motion by John Marker, seconded by Rainee Simpson.

Executive Director's Report - Sally Coates

Mrs. Coates reported that the CVB represented the United States at the City of Winchester's International Festival held in Jim Barnett Park. Mrs. Coates and Mrs. Bayliss also welcomed students and their parents to Winchester-Frederick County at the Shenandoah University Orientation Fairs. The CVB hosted the quarterly meeting of the Mid-Atlantic Tourism Public Relations Alliance in June, and the attendees spent time in Old Town Winchester and at the Museum of the Shenandoah Valley. Mrs. Coates thanked Mr. Dan Martin for hosting the guests at the Courtyard by Marriott.

Mrs. Coates thanked Rainee Simpson at the Holiday Inn for providing complimentary lodging to a travel writer from DC.About.com, and also noted that local attractions provided her with complimentary admission. The CVB also assisted several other travel writers in the past month, and provided a sponsorship and letters of support to travel partners Go Blue Ridge Travel and Shenandoah Valley Battlefields Foundation.

Business cards are now available that promote the Visitors Center, and they were offered to board members. Ms. Sue Robinson with Shenandoah Summer Music Theatre requested 700-800 cards to provide to tour leaders.

Mrs. Coates reminded the board that it is time to gather listings for the 2014 Virginia Travel Guide. The \$200 cost to participants offsets the cost of the CVB's advertisement.

A new initiative for the 2014 fiscal year is to produce a promotional tourism video for Winchester-Frederick County. Mrs. Coates is in the process of writing an RFQ for the project. Mr. John Marker

questioned whether it would be possible to have the video play on local hotels' in-room televisions. Mr. Dan Martin and Ms. Rainee Simpson noted that this may not be possible; it would depend on the type of cable service and setup available at the hotels.

Please see Sally Coates Executive Director's Report, which was emailed to all board members for reference.

Old Business:

History Mobile Application and Sponsorship – Sally Coates for Tootie Rinker

Mrs. Coates gave an update on the process of applying for the Civil War History Mobile for the Rotary's Apple Harvest Arts & Crafts Festival. She suggested that a representative attend the Sesquicentennial Help Desk at the Museum of the Shenandoah Valley on August 6 to take the application and request advice from the History Mobile staff.

New Business:

Photo Contest – Renee Bayliss

Mrs. Bayliss informed the board of a photo contest that the CVB will run throughout the month of August. Participants in the contest will be asked to take a photo with the LOVEwork in the Visitors Center, and visit the CVB's Facebook page to post the photo with a description of what they love about Winchester-Frederick County. The prize includes an overnight stay from Country Inn & Suites and tickets to some local attractions. Ms. Sue Robinson offered tickets to Shenandoah Summer Music Theatre. Ms. Sharon Farinholt asked about how the winner will be chosen, and suggested the idea that online Facebook voting could decide the winner.

Bright Box Theater – Josh Huff

Mr. Huff introduced the board to the Bright Box Theater, a black box theatre that can be configured to be used for a variety of purposes. The Bright Box hosts comedy, movie nights, local and national performing acts, and corporate parties, and their aim is to be a venue, rather than a bar. The Bright Box is partnering with Shenandoah University to bring 35 of their performances a year to the venue. Mr. Huff also noted that the Bright Box is available for weddings. Tours of the new venue are available to anyone who is interested.

Ms. Rebecca Ebert reminded the board that the 100th anniversary of the Handley Library is next month, and that the City of Winchester's Insight Academy starts soon, and is still open for participants. Ms. Sue Robinson announced that Shenandoah Summer Music Theatre's Shrek is about to start.

The meeting was adjourned at 8:55 a.m. on a motion by Dan Martin; seconded by John Marker, motion carried.

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