

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, July 14, 2016. The meeting began at 8:10 a.m. and was held at the Winchester-Frederick County Visitors Center.

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

**Board Members Absent:** Eric Campbell, Karen Helm

**Staff:** Renee Bayliss, Justin Kerns

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

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

**Roll Call:** Mrs. Renee Bayliss

### **Approval of Minutes**

Jennifer Bell noted that she was omitted from the attendance from the June 2016 meeting. With this correction, the June 2016 minutes were approved on a motion by Sharon Farinholt, seconded by Priya Patel. Dan Martin welcomed the new board members that started terms this month.

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

Mr. Kerns discussed the activities of the past month, including a national family travel show that will be filming in the Shenandoah Valley and Winchester-Frederick County next week. 11 municipalities have been working on the logistics of this project. The CVB responded to the Pokemon Go game craze with a Facebook post that was very successful. Meetings were held with the Shenandoah Valley DMOs, the Shenandoah Spirits Trail group, Tour Bus Parking group, Tourism Branding Committee, and Woody Bousquet regarding the Shenandoah Naturally brochure. Mr. Kerns also met with the Winchester Airport to discuss the possibility of bi-plane rides during the Battle of Cedar Creek Reenactment. He has also ordered a new POS system for the gift shop. The ABC license solution was taken to City Council and has been forwarded to the regular session, with a vote on July 26. Mr. Eddie Richard noted the importance of staying informed with the ABC agent regarding changes, and the actual boundaries of "on-premises" and "off-premises."

### **New Business:**

#### **Virginia Tourism/Delegate Collins FAM Tour – Justin Kerns**

Today, from 10:30am-Noon, representatives from Virginia Tourism Corporation and delegate Chris Collins will beat Winchester Brew Works for a meet and greet. They are touring beer-related venues in Virginia on a FAM Tour. Mr. Kerns will be traveling with them to some of the sites.

#### **VACVB Legislative Committee Chair Nomination – Justin Kerns**

Mr. Kerns has been asked to serve as the VACVB Legislative Committee Chair. He asked the board for recommendations on whether he should serve. Ms. Braun asked what the time commitment would be. Mr. Kerns noted that once a year, he would need to go to the state legislature. Ms. Braun, Mr. Richard, and Mr. Gyurisin agreed that more information would be helpful to make a decision. Several board members expressed concern about the time commitment, and whether this was the proper avenue through which to advocate for tourism-related issues. Ms. Farinholt and Mr. Hess noted that it could be a positive opportunity to represent the local area. After a discussion on the issue, Ms. Laise submitted a

response, stating “Although we respect the legislative process that the city and county may have, the board sees an opportunity to represent Winchester and Frederick County at the state level and recommend that the Executive Director be considered for this position.” Ms. Laise made a motion to approve the recommendation, seconded by Sharon Farinholt, all in favor. Mr. Kerns will now submit the recommendation to the City Manager and the Frederick County Administrator.

#### **Committee Updates – Marketing – Sharon Farinholt and Kristen Laise**

The marketing committee did not meet since the last board meeting.

#### **Committee Updates – Branding – Andy Gyurisin and Priya Patel**

Mr. Gyurisin presented the results of the RFQ for the branding campaign. Three responses were received, including Charles Ryan & Associates, Chandler Thinks, and Mikula-Harris. The committee was impressed with the examples from Chandler Thinks because their approach seemed very modern. When asked for more examples from Mikula-Harris, they were able to provide samples that were more modern and less of a rural feel than their first submissions. Ms. Patel was able to show the board some samples of their work. The committee noted that Mikula-Harris has also been very responsive, and readily available. Mr. Martin asked what other localities have worked with Mikula-Harris, and the committee listed Harrisonburg, Stanley, and Roanoke as other clients. Mr. Richard made a motion to approve Mikula-Harris as the vendor, seconded by Kristen Laise, all in favor.

#### **Committee Updates – By-laws – Dan Martin and Karen Helm**

The by-laws committee did not meet since the last board meeting.

#### **Old Business:**

##### **Top of Virginia Artisan Trail Update**

Ms. Helm was not present to report on the Artisan Trail, but several other participants at the meeting noted that they are currently working on the printed brochure.

##### **Presentation – Brett and Josh, Owners of Gingerwolf Distillery in Middletown**

The scheduled presenters did not attend the meeting.

#### **Public Comments**

Jennifer Bell announced upcoming events in Old Town Winchester, including Friday Night Live. Andy Gyurisin noted the current events at Alamo Drafthouse Cinema, which include a movie screening that features an actor from Strasburg. Priya Patel reported that the hotels are doing well, and visitors tend to be asking more about what to do in the area. Kristen Laise announced events at Belle Grove, such as Art in the Barn, Wine Fest, and a collaboration with Alamo Drafthouse Cinema movie showing that will be a fundraiser.

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

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