

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, June 19, 2014. 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, Tootie Rinker, Sharon Farinholt, John Marker

Board Members Absent: Eric Campbell

Staff: Sally Coates

Non-Voting Board Members, Guests & Media: Jennifer Bell, Downtown Manager; Josh Wyckoff, JScott Entertainment

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

Roll Call: Mrs. Sally Coates

Approval of Minutes

The May 2014 minutes were approved on a motion by Tootie Rinker, seconded by Bill Hottel.

Executive Director's Report – Sally Coates

Mrs. Coates informed the board that the Frederick County Board of Supervisors approved the appointments of Eddie Richard, Karen Helm, and Theresa Gaines to the Tourism Board. She said that the item was slated to be on City Council's agenda on July 8.

Mrs. Coates also announced that our region secured another \$5,000 American Civil War Sesquicentennial Grant to help fund marketing efforts for 150th events. Belle Grove Plantation took the lead on this particular project entitled "Eye of the Storm: 150th Anniversary Commemoration of the Battle of Cedar Creek." The CVB pledged \$3,750 in advertising expenses to help win the grant.

Mrs. Coates represented the CVB at the Newtown Heritage Festival's Premier Night which featured Jonathan Noyalas' presentation on Civilian Life in the Shenandoah Valley in 1864, and a premier showing of "Is Newtown Burning," a short documentary on the 1864 Newtown campaign produced by Meagan Arnold, a senior at Sherando High School.

For the third year, the CVB is participating in four Shenandoah University orientation fairs for incoming students and their parents. Earlier in the month, we also welcomed tennis players to the Mixed Doubles VA District Tennis tournament, and gave each team an informational tourism bag.

Mrs. Coates updated the board on several publications that have recently featured Winchester-Frederick County, including the *Washingtonian Weekend Getaways* magazine, the *Civil War Monitor*,

and the *Virginia Tour Planning Guide 2014-2015*. Included in the VA Tour Planning Guide are three tours that feature Winchester-Frederick County. One of the tours is a 2-day one that we developed and titled “Gathering Generations In Winchester.” It includes the Shenandoah Valley Discovery Museum, the Old Town Pedestrian Mall, Dinosaur Land, George Washington’s Office, Marker-Miller Orchards, and the Family Drive-In. Also featured is a “Crazy for Patsy Cline in Winchester” tour and a 6-day regional Civil War Tour that begins in Winchester before going on to Lexington, Appomattox court House, Richmond, Petersburg, and Fredericksburg.

New Business:

Election to Nominate and Recommend Priya Patel to replace Rainee Simpson, Tourism Board Member who moved out of the area. Mr. Dan Martin made the nomination, seconded by Sharon Fairholt, motion carried.

Presentation and Review of the CVB’s new video – Josh Wyckoff of JScott Entertainment

Mr. Wyckoff introduced himself to the Board, and explained that his company has been in business for two years. While he has produced videos out of the area (like fly Rod Chronicles) he is more interested in working with local businesses, such as the CVB. Mr. Wyckoff has been involved in developing a video for the CVB since last September. He has produced a 7-1/2 minute video in HD, developed archive footage for future CVB projects, and created shorter segments for specific 30 second spots. His video shoots consist of over 7 hours, more than 45 locations, and 2,600 – 10 second clips, all of which he edited down to a 7-1/2 minute video that showcases the best of Winchester-Frederick County. The Board was pleased with the end result, and congratulated and thanked Mr. Wyckoff for his work.

Presentation of Appreciation Plaques to retiring Board Members Sue Robinson, John Marker & Dan Martin

As Chairman of the organization, Becky Ebert presented the plaques.

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

Respectfully Submitted by Sally Coates, Executive Director, Winchester-Frederick County Convention & Visitors Bureau