

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, June 18, 2015. The meeting began at 8:00 a.m. and was held at the Winchester-Frederick County Visitors Center.

**Board Members Present:** Rebecca Ebert, Karen Helm, Bill Hottel, Tootie Rinker, Sharon Farinholt, Eric Campbell

**Board Members Absent:** Eddie Richard, Priya Patel

**Staff:** Amy Simmons, Renee Bayliss

**Non-Voting Board Members, Guests & Media:** Jennifer Bell, Winchester Downtown Manager; Mike Malone, Top of Virginia Regional Chamber; Matt Mead, Escutcheon Brewing; Tyler Schenck, City of Winchester

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

**Roll Call:** Mrs. Renee Bayliss

### **Approval of Minutes**

The May 2015 minutes were approved on a motion by Tootie Rinker, seconded by Karen Helm.

### **Executive Director's Report – Amy Simmons**

Mrs. Simmons informed the board of the new winery that will be opening this summer, James Charles Winery. She invited them to make a presentation at the board meeting, but they were unable to at this time. A new brewery, Escutcheon Brewing Co. has just opened, and will make a presentation later in the meeting. The CVB is currently participating in a “blitz” at the Manassas welcome center, which will run for two months. The blitz includes displays on Winchester-Frederick County, promotional materials, and the front desk staff will be wearing Winchester t-shirts. Mrs. Simmons has participated in two Tourism Tuesday radio shows since the last board meeting, featuring Old Town events, Newtown Heritage Festival, and Belle Grove Garden Fest. The CVB will also be participating in the Shenandoah University Orientation Fairs for new students and their families. Mrs. Bayliss will be manning the booth June 19 and June 29.

Mrs. Simmons noted that the CVB has agreed to participate in a marketing leverage grant partnership through Virginia Tourism Corporation for the Patsy Cline Historic House. She also distributed copies of an article about Kernstown Battlefield that appeared on Fredericksburg.com, and copies of the visitor statistics from the past month.

### **New Business:**

#### **New Director Hiring Process Overview – Tyler Schenck, Interim Human Resources Director**

Mr. Schenck described the steps necessary to advertise and hire for the position of the Executive

Director of the Convention & Visitors Bureau. After the job description was finalized, it is sent to an outside agency that compares the position to similar ones nationwide and recommends a pay grade. Once this information is returned to the City's Human Resources Department, the advertisement for the position will be posted nationwide and applications will be accepted for approximately one month. The pool of candidates will be narrowed to a few that will be interviewed. A response from the outside agency is expected in about one week, and he predicts the job will be advertised by the end of June. Mr. Schenck also noted that the Frederick County Administrator has been invited to participate in the interview process. Ms. Rebecca Ebert emphasized the importance of this position, and urged Mr. Schenck to shorten the amount of time taken in the process if possible.

#### **Summer Meeting Schedule – Amy Simmons**

Mrs. Simmons discussed the possibility of moving the July board meeting to the end of July. The board agreed to meet on July 30 and keep the regularly scheduled August meeting.

#### **Old Business:**

#### **Volunteer Sign Up for Appalachian Trail Conference – Amy Simmons**

Mrs. Simmons asked the board if anyone would be willing to volunteer to staff the booth that the CVB will be setting up at Shenandoah University for the Appalachian Trail Conference, and distributed a sign up sheet. Mrs. Tootie Rinker volunteered to take one of the time slots.

#### **Presentation: Matt Mead, Marketing & Events Coordinator, Escutcheon Brewing Co.**

Mr. Mead introduced the board to Escutcheon Brewing, which opened this week. The business is located on Commercial Street, and hopes to be part of a revitalization of the North End. They will conduct tours on Fridays and Saturdays, hosting food trucks, live music, and other events. In addition, a new beer will be released this evening with live entertainment. Mr. Mead noted that local restaurants and bars have been very supportive, and Escutcheon beers will be available to purchase in these establishments. Ms. Rebecca Ebert asked Mr. Mead how long it has taken to open the brewery, and if he has any promotional materials. Mr. Mead noted that it has been a long process, especially because each beer released has to be approved at both the state and federal level. He doesn't have any promotional materials at the moment, but will provide some as soon as possible.

#### **Public Comments**

Several of those in attendance informed the board of upcoming events and programs for locals and visitors at area attractions. Mrs. Tootie Rinker was presented with a Winchester tote bag as a thank you for her service on the Tourism Board.

The meeting was adjourned at 8:45 am on a motion by Tootie Rinker, seconded by Karen Helm.

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