

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, March 20, 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, Tootie Rinker, Rainee Simpson, Sharon Farinholt, John Marker, Eric Campbell

Board Members Absent: Sue Robinson, Bill Hottel

Staff: Renee Bayliss

Non-Voting Board Members, Guests & Media: Vic Bradshaw, Winchester Star; Cissy Shull, Winchester-Frederick County Historical Society.

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

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

The February 2014 minutes were approved on a motion by Tootie Rinker, seconded by John Marker.

Executive Director's Report – Renee Bayliss for Sally Coates

Mrs. Bayliss told the board that Mrs. Coates is out of town on business at the Visitor Seminar in Richmond, Virginia. Several publications which featured Winchester-Frederick County were provided to the board, including Virginia/Maryland DOG Magazine, Cooperative Living Magazine, and Southeastern Group Tour Magazine. Mrs. Bayliss also distributed copies of the Civil War Walking Tour rack cards, which were just printed with this year's schedule. The Official 2014-2015 Visitors Guide was unveiled to the board. Mrs. Bayliss noted that eight pages were added to this guide, due to an increase in the number of advertisers. Mr. Dan Martin acknowledged the successful production of the guide in recent years has been due to the way the process is handled by the current publisher.

Mrs. Bayliss also informed the board that Mrs. Coates attended the Annual Meeting of the Shenandoah Valley Travel Association, and was elected to the Executive Board as the representative from the Northern Shenandoah Valley. That evening, the association hosted a celebration that honored Patsy Cline with an award for her tourism influence in the Shenandoah Valley. Mrs. Coates attended the event with JudySue Kempf, from the Patsy Cline Historic House.

A new gift shop item was introduced to the board. Under the direction of Mrs. Coates, Mrs. Bayliss created a postcard of statues in Winchester. The postcard features Rear Admiral Richard Byrd, General Daniel Morgan, the Confederate soldier, and George Washington. The CVB has exclusive rights to the postcard, and it will be sold in the Visitors Center gift shop for \$0.50.

Old Business:

Appointment of Nominating Committee –Rebecca Ebert

Ms. Ebert explained that a nominating committee needs to be appointed for the purpose of nominating three new board members – one from the non-profit sector, and two from the private sector, one of which must be a hotel representative. Selection of the three nominees must be approved by the Tourism Board no later than the May 15 meeting. Names will be submitted to Winchester City Council and the Frederick County Board of Supervisors for approval. Ms. Ebert volunteered to be on the nominating committee, as well as Mr. Dan Martin.

New Business:

News from the Winchester-Frederick County Historical Society and museums – Cissy Shull

Ms. Shull announced that this season's exhibit at the Historical Society will feature quilts. The exhibition will include quilts from 1840-1930, and will be on view at the Hollingsworth Mill. A quilt turning will take place, which involves discussing the history of and techniques used in creating a variety of quilts. The society is still looking for quilts to be used in the quilt turning, prior to the year 1950. A quilt conference is being hosted by the Historical Society at Shenandoah University, September 19-20, with special speakers and a house tour of Cherry Row, including a quilt collection.

On April 12, the Historical Society will be unveiling the fiberglass pig at George Washington's Office with a special event, including a skit by Shenandoah University students.

Public Comments

Mr. Eric Campbell reminded the board that Belle Grove opens this weekend, and ranger programs will soon be held seven days a week. Mr. John Marker announced that the Apple Pie Baking contest will take place May 1.

The meeting was adjourned at 8:50 am on a motion by Rainee Simpson, seconded by Sharon Farinholt.

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