

Winchester-Frederick County Tourism Board Minutes

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, May 16, 2013. The meeting began at 8:00 a.m. at the Winchester-Frederick County Visitors Center.

Board Members Present: Dan Martin, Sue Robinson, John Marker, Bill Hottel, Tootie Rinker and Rebecca Ebert

Board Members Absent: Eric Campbell, Rainee Simpson and Dario Savarese

Staff: Sally Coates

Guests & Media: Mayor Elizabeth Minor, City of Winchester; Cissy Shull and David Stagnier

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

Roll Call: Mrs. Jennifer Stotler

Approval of Minutes

The April 18, 2013 minutes were approved on a motion by Bill Hottel and seconded by Tootie Rinker

Executive Director's Report - Sally Coates

Mrs. Coates reported on the following items for the month of May:

- 1) 15,000 Winchester & Frederick County 2013 guides were printed by the Northern Virginia Daily with assistance from the Winc-Frederick Co CVB. 500 of those guides were given to the CVB to include in relocation kits.
- 2) Travel Counselor Ray Bierlein handles all of the bulk mail leads. From March 2012 through March 2013 leads from three advertising sources totaled 8,488, of that amount 4,509 (more than half) were generated from the Civil War Traveler, a website. 2,894 leads came from readers of the VA Travel Guide and 1,085 from readers of the Blue Ridge Parkway Planning Guide.
- 3) Chairman Dan Martin, his wife Lisa, and Sally Coates rode on the Theme Float in the Shenandoah Apple Blossom Festival's Grand Feature Parade. After the Festival, Dario Savarese contributed a new exhibit to the Visitor's Center. The Apple Blossom L-O-V-E Artwork ; visitors can now enjoy it when they stop at the center and it reminds them that love is at the heart of every VA vacation!
- 4) Sally Coates attended the Annual Meeting of the Membership and Board of Directors of the Shenandoah Valley Travel Association, held in Luray. While at the meeting she had a chance to meet Jim Northrup, Superintendent of the Shenandoah National Park & Cedar Creek and Belle Grove NHP and Amy Bracewell, Site Manager of Cedar Creek and Belle Grove NHP.
- 5) On June 21, the CVB will host a quarterly meeting of the Mid-Atlantic-Tourism-Public-Relations-Alliance (MATPRA) at the Museum of the Shenandoah Valley. Sally Coates attended the MATPRA meeting in Chambersburg, PA, where their new website was unveiled for the first time.
- 6) On April 23, Cissy Shull and Sally Coates attended a ceremony at the Cool Spring Battlefield in Bluemont. During the ceremony the Civil War Trust presented Shenandoah University with a deed to land that encompasses two miles of shoreline along the Shenandoah River. Woody Bousquet will take students out to the area for study and eventually the area will have walking trails.

- 7) Sally Coates attended a dedication ceremony of the Green Circle Trail on Friday, May 10. The ceremony was part of the Museum of the Shenandoah Valley's National Public Gardens Day celebration.
- 8) Sally Coates also attended the dedication ceremony of the Cedar Creek and Belle Grove National Historical Park Visitor Contact Station in Middletown. Eric Campbell was praised for creation of the exhibits and for getting the station open.
- 9) On Saturday, May 25 the CVB, in partnership with the Historical Society, will welcome guests to the Visitors Center to celebrate Charles Broadway Rouss. Becky Ebert will present a history of the springs, Woody Bousquet will lead a tour of the springs and the Historical Society will sponsor an ice cream social.

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

Old Business: Report of the Nominating Committee: Recommendation of Board representative from Private Sector to replace Dario Savarese: John Marker made a motion to nominate Sharon Farinholt to serve on the Board. It was seconded by Tootie Rinker. Sharon's name will be presented to City Council and the Frederick Co Board of Supervisors for approval.

New Business:

VA Tourism Corporation Marketing Leverage Program & CVB support to the Patsy Cline House:

CPC (Celebrating Patsy Cline) will apply for a VA Tourism Corporation Marketing Leverage Grant. This grant can only be used for marketing purposes. If all 3 partners; CVB,CPC and the Museum of the Shenandoah Valley can show \$100,000 in marketing expenses together the value of the grant could be \$50,000 (2:1 match). The CPC would use the grant for a new website, to pay for a traveling exhibit, and create a list of other marketing needs. The grant is due by June 19, 2013. Rebecca Ebert made a motion to support the CPC for the grant, seconded by Sue Robinson and amended by Dan Martin to state as long as no out of pocket expenses are incurred by CVB. The motion was approved.

Comments:

The Newtown Festival is May 22-25.

Cissy Shull's Update from the Historical Society:

Sally Coates was honored with the Nancy Beatty Melton Distinguished Award in April.

The 2013 season opened April 1, 2013. George Washington's office has a new exhibit on the grounds; a children's wayside exhibit. Abrams Delight will offer Archeology during the Summer by the "Northern Shenandoah Valley Archeology Club". Jackson's Headquarters has had a lot of lighting repairs. There are no admission increases this season.

The meeting was adjourned at 9:00am on a motion by John Marker.

Respectfully Submitted by Jennifer Stotler; Parks and Rec Administration Coordinator; June 5, 2013.