

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, November 21, 2013. The meeting began at 8:00 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Rebecca Ebert, Bill Hottel, Sue Robinson, Tootie Rinker, Rainee Simpson, Sharon Farinholt, John Marker, Eric Campbell

Board Members Absent: Dan Martin

Staff: Renee Bayliss, Sally Coates

Guests & Media: Jennifer Bell, Downtown Manager; Matt Armstrong, Winchester Star; Brad Veach, Shenandoah Valley Night Out; Karen Vacchio, Frederick County Parks & Recreation; Maricarol Miller, Old Court House Civil War Museum; Wayne Eldred, Newtown History Center; Sandra Bosley, Preservation of Historic Winchester; Mike Guvremont, Top of Virginia Regional Chamber; Chris DeLaughter, Shenandoah Valley Discovery Museum; George Schember, Winchester-Frederick County Historical Society; Scott Straub, French & Indian War Foundation.

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

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

The October 2013 minutes were approved on a motion by Sharon Farinholt, seconded by John Marker.

Cancellation of December Board Meeting

The December board meeting was cancelled on a motion by John Marker, seconded by Tootie Rinker.

Ms. Ebert asked for any questions or comments regarding Mrs. Coates' Executive Director's Report that was emailed to all board members, and thanked Mrs. Coates and staff for their work this month. She also reviewed the schedule of upcoming board meetings in 2014.

New Business:

Special Presentation – Lance Zaal, President of iTour Mobile

Mr. Lance Zaal, of Williamsburg, Virginia, gave a presentation to the board and guests from area businesses and attractions on his company's mobile tour product. iTour mobile is a mobile app that allows users to explore an area on their smart phone. After users have downloaded the app, GPS technology will alert them when a tour stop is near. Each stop on the tour can include photos, video, and audio to help the visitor learn about each location. Tours could include points of interest, historical sites, museums, or coupons and deals.

The audience and board members asked Mr. Zaal about the technological aspects of the app and how it functions, and about pricing for a potential project. Mr. Zaal explained that there is an upfront cost to

create the app, and an on-going hosting and monthly maintenance fee. He noted that participants could join together to help offset costs. Ms. Rebecca Ebert asked if Mr. Zaal could provide references of customers who have already gone through this process. Mr. Zaal replied that his company is relatively new, so many of his clients are in the process of completing projects currently, but that he could provide their information. After the question and answer session, Ms. Rebecca Ebert closed the presentation to questions and the meeting was adjourned at 9:00 a.m.

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