

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, November 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, Bill Hottel, Theresa Gaines, Karen Helm, Sharon Farinholt, Priya Patel, Eric Campbell

Board Members Absent: Tootie Rinker, Eddie Richard

Staff: Sally Coates, Renee Bayliss

Non-Voting Board Members, Guests & Media: Jennifer Bell, Winchester Downtown Manager; Timothy Roberts, Shenandoah University

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

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

The October 2014 minutes were approved on a motion by Sharon Farinholt, seconded by Karen Helm.

Executive Director's Report – Sally Coates

Mrs. Coates and Mrs. Bayliss attended the VA Tourism Conference, and Mrs. Coates relayed the key points and speakers at the event. Virginia state governor, Terry McAuliffe was the keynote speaker, and the first governor to speak at the conference in seven years. The conference stressed the importance of growth in travel by Chinese citizens to the U.S., marketing to the millennial generation, the importance of creative communities, and the value of tourism as the United States' number one service export. Mrs. Coates was able to speak with representatives from Southern Living magazine to determine that a one-page ad in the magazine costs \$25,000-\$30,000. Winchester's feature article in the November 2014 magazine would be worth even more, considering it was editorial content. The value of the article was increased when it was posted to Facebook and Mrs. Bayliss spent \$100 to boost the post, which resulted in nearly 64,000 additional people being reached.

Progress on the Winchester-Frederick County Artisans' Trail is being made, and the management team has now been formed. The team includes representatives from the arts community, agriculture, Chamber of Commerce, EDA, Tourism Board, Parks and Recreation, and also from the restaurant and hotel industries. Their first meeting will be December 11.

Finally, Mrs. Coates reported that the work on the stone columns for the Visitors Center signage is about to begin, and the bid for production of the Visitors Guide has been awarded to Stallard Studios.

New Business:

Date of next meeting and schedule of meetings for 2015 – Rebecca Ebert

Ms. Ebert distributed the schedule of board meeting dates for 2015, and the board agreed that they would forgo meeting in the month of December. The board will reconvene in January 2015.

Introduction to the International Saxophone Symposium to be held in Winchester January 9-10, 2015 – Timothy Roberts, Shenandoah University Professor of Saxophone and Graduate Advisor

Mr. Roberts told the board that the International Saxophone Symposium is the largest saxophone event in the world, with attendees from France, Japan, and all across the United States. The event is hosted by the United States Navy Band, and it was previously held in Washington, DC. Mr. Roberts was instrumental in moving the event to Winchester. Over 1,000 people are expected to attend from outside of the area. All of the symposium's events are free of charge, and open to the public. There will be a special ticketed, first-come, first-serve concert at the Patsy Cline Theater.

Public Comments

Mr. Bill Hottel commented on the success of the Civil War History Mobile that was at the Apple Harvest Arts & Crafts Festival. Ms. Sharon Farinholt informed the board of the results of the Battlefield Half Marathon, and possible changes for next year's event. Mr. Eric Campbell reported on the 150th Commemorations of Third Winchester and the Battle of Cedar Creek. Ms. Karen Helm noted that the Patsy Cline Historic House is closed for the season, and will not be doing Christmas tours this year. The attraction has had the highest count of visitors so far this year since its opening. Ms. Rebecca Ebert let the board know about holiday events at the library. Ms. Jennifer Bell distributed postcards for the Holly Jolly Old Town Celebration.

The meeting was adjourned at 8:50 am on a motion by Karen Helm, seconded by Priya Patel.

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