

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, October 17, 2013. 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, Bill Hottel, Sue Robinson, Rainee Simpson, Sharon Farinholt

**Board Members Absent:** Tootie Rinker, John Marker, Eric Campbell

**Staff:** Renee Bayliss, Sally Coates

**Guests & Media:** Jennifer Bell, Downtown Manager; Vic Bradshaw, Winchester Star; Tracy Marlatt, Shenandoah Arts Council.

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

**Roll Call:** Mrs. Renee Bayliss

### **Approval of Minutes**

The September 2013 minutes were approved on a motion by Dan Martin, seconded by Rainee Simpson.

### **Executive Director's Report – Sally Coates**

Ms. Coates began her report by reminding the board of the closure of the Skyline Drive, and how that has made the past couple weeks difficult for the Visitors Center travel counselors. She said they have done a good job giving visitors alternatives to visiting the National Park. This month, Mrs. Coates was a guest teacher at Sherando High School for their tourism marketing class. She gave presentations on the CVB, local attractions, and more.

The CVB is participating in an October tourism blitz in Manassas. The staff there has requested additional Winchester-Frederick County visitor guides, since they have already distributed what was previously sent.

Mrs. Coates also reported that much has been done recently to partner with Virginia Tourism Corporation. The CVB has agreed to coordinate a customer service training course for tourism partners, participate in a AAA Marketplace at the Virginia is for Lovers booth in North Carolina, and to co-sponsor a FAM tour for travel writers.

Mrs. Coates showed the board the new "Winchester Changed Hands 72 Times" Civil War T-shirt, a new Patsy Cline book, and a magazine article from the UK Magazine, *Woman*, that includes a feature on the Patsy Cline Historic Home.

Several projects that are in progress include a geocaching tour and a tour using the City of Winchester's trolley. Next month's board meeting will include a presentation from Lance Zaal, of iTour Mobile. The company creates engaging interactive tour experiences through the use of mobile apps. Representatives from area attractions will be invited to hear Mr. Zaal's presentation.

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

**New Business:**

**Report on Shenandoah Arts Council and its varied activities – Tracy Marlatt, Executive Director**

Ms. Marlatt explained the background of the Arts Council and how it was formed by a group of visual artists. The Arts Council is a non-profit organization, and often partners with other non-profit organizations to achieve its goals.

She also described the history of the gallery space, and the programs and exhibitions that the Arts Council organizes. These include art classes, poetry readings, and other special events. The gallery features the work of both regional artists, and artists from out of the area, including some who are nationally or internationally known. Ms. Marlatt noted that many of these visiting artists have been very complimentary of our area's unique qualities.

Ms. Marlatt announced that this November, they will host the fourth annual Open Studio Tour. The public is invited to visit area artists in their studios, see demonstrations, and shop for art.

The Shenandoah Arts Council's Fall 2013 Schedule of Events was provided to the board.

Ms. Jennifer Bell presented Old Town Winchester's postcard promoting holiday events in Old Town, and provided them to the board.

Mr. Bill Hottel announced that the Rotary Club was able to secure the Civil War 150<sup>th</sup> History Mobile for the Apple Harvest Arts and Crafts Festival in September 2015.

The meeting was adjourned at 9:00 a.m. on a motion by Dan Martin; seconded by Rainee Simpson, motion carried.

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