

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, October 20, 2016. The meeting began at 8:05 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Eric Campbell, Andy Gyurisin, Kristen Laise, Karen Helm, Sharon Farinholt, Mary Braun

Board Members Absent: Eddie Richard, Priya Patel, Dan Martin

Staff: Renee Bayliss, Justin Kerns

Non-Voting Board Members, Guests & Media: Josh Janney, Winchester Star; Jennifer Bell, Winchester Downtown Manager.

Call To Order: Mr. Eric Campbell, Vice-Chairman, called the meeting to order.

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

The September meeting minutes were approved on a motion by Sharon Farinholt, seconded by Eric Campbell.

Executive Director's Report

Mr. Kerns reported that he appeared on the Tourism Tuesday radio show recently with Jennifer Bell with a special focus on upcoming events in Old Town Winchester. He continues to meet with the Shenandoah Valley DMO group as their branding project is completed. He has also continued to meet with the planning group for the Northern Shenandoah Valley Farm to Fork event, which will be held in Luray. Mr. Kerns noted that two photographers have been hired to help keep the CVB's photo library up to date. He also reported that he will be attending a MATPRA meeting and begin work on organizing the Marketplace to be held in Winchester next year.

Finally, Mr. Kerns informed the board that the notice has been posted publicly that the CVB is applying for an ABC license, which means that the final paperwork can be submitted. Sharon Farinholt asked if the CVB will have to purchase from distributors, and Mr. Kerns replied that yes, this is required. Mary Braun asked about the launch of the Spirits Trail. Mr. Kerns said that the launch event was well attended and Virginia Tourism Corporation was represented there. Kristen Laise noted that visitors to Belle Grove often ask about nearby wineries, and the map will be a helpful resource.

Committee Reports:

Marketing Committee –Sharon Farinholt and Kristen Laise

The Marketing Committee has not met in the past month.

Branding Committee – Andy Gyurisin and Priya Patel

The Branding Committee has a meeting with Mikula-Harris coming up. Mr. Gyurisin asked Mr. Kerns to resend an email with the date of the meeting.

By-laws Committee – Dan Martin and Karen Helm

No updates from the By-laws Committee.

New Business

Creation of MATPRA Marketplace Committee – Justin Kerns

Mr. Kerns announced that it is necessary for the Tourism Board to create a committee to assist in the planning for the MATPRA Marketplace event. Karen Helm asked about how many people attend, and Mr. Kerns noted that it is between 90-120 participants. Mary Braun asked if the participants expect to be hosted. Mr. Kerns replied that the travel writers are hosted, and do not pay, but the DMO representatives do pay approximately \$500 to attend in addition to paying for their hotel. He also noted that sponsors will be necessary, and transportation for the FAM tours is a large cost. Mary Braun, Sharon Farinholt, and Karen Helm volunteered to be on the committee. Karen Helm asked for a timeline and a budget to get started. Mr. Kerns also asked if anyone may know of members of the community that would like to be involved. Volunteers and tour guides will also be needed during the event. Jennifer Bell noted that she would be willing to assist as necessary. Mary Braun asked for additional details and a schedule for the committee to review.

Public Comments

Jennifer Bell announced several upcoming events in Old Town Winchester, including Spooktacular and Halloween events. Kristen Laise announced that Belle Grove's Antiques Appraisal Fair will take place November 5-6. Karen Helm reminded the board that the Patsy Cline Historic House's season ends October 21, but they will be open later for groups. Mary Braun noted that the Discovery Museum will have an evening especially geared toward those with special needs. Andy Gyurisin reported that the Alamo Drafthouse Cinema is busy with Halloween events, upcoming Black History Month screenings, and they are working on a LGBTQ series. Karen Helm also mentioned the Artisan Trail, pointing out that it is a perpetual program that continues to grow, and the group is considering a fundraising event in the spring.

Mr. Kerns announced that the November meeting will need to be moved due to vacation plans. He suggested November 10. The board agreed to move the meeting on motion by Mary Braun, seconded by Andy Gyurisin.

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

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