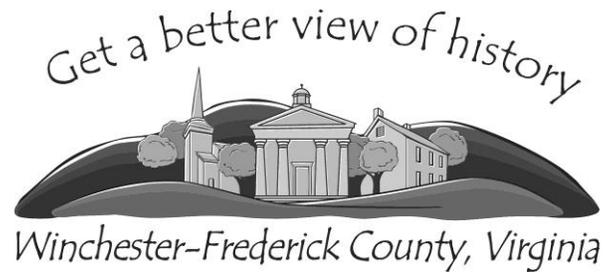


**Tourism Board Meeting**  
January 21, 2016  
8:00 am  
Visitors Center Conference Room

**AGENDA**

- |       |  |                              |
|-------|--|------------------------------|
| I.    | Call to Order  | Becky Ebert, Chairman        |
| II.   | Roll Call  | Renee Bayliss, Recorder      |
| III.  | Approval of Minutes – December 17, 2015                |                              |
| IV.   | Executive Director’s Report                            | Justin Kerns, Exec Director  |
| V.    | New Business   |                              |
|       | a. 2016 Visitor Guide strategy (see addendum A)        | Justin Kerns & Renee Bayliss |
|       | b. Visitor Center Gift Shop strategy (see addendum B)  |                              |
| VI.   | Old Business   |                              |
|       | a. Artisan Trail progress update                       | Karen Helm                   |
| VII.  | Presentation: New Owners of the Inn at Vaucluse Spring | Tiffany & Derrick Niide      |
| VIII. | Public Comments  |                              |
| IX.   | Next Meeting: February 18, 2016, 8:00 am               |                              |
| X.    | Adjournment  |                              |

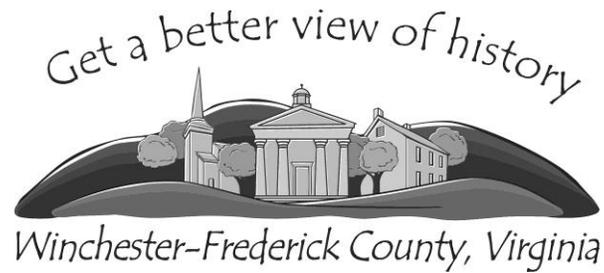


**Tourism Board Meeting**  
January 21, 2016

**Addendum A**

2016 Visitor Guide Design Strategy

- Primary focus while designing is creating the best, most exciting representation of the visitor experience in the Winchester area.
- Possible increase in size to 36 pages (up from 32 pages).
- Folded magazine style – each page will be 9”H x 8”W (twice the size of 2015 guide).
- Quoted price from Chocklett for same quantity, paper type and finish = \$17,478 vs \$15,121.
- 2015 ad sales = \$23,750. We have a cushion of <\$6,272> to break even if needed.
- Heavy use of engaging, experiential photography with less text. Beautiful front cover photo to grab attention – then we sell the experience/destination inside.
- Inclusion of all hotels, B&B’s and attractions. Restaurants & shops offered new options.
- Co-op (smallest) ad size increased by 14% with same pricing. New ‘true’ full page size available (limited to 2), double the size of the previous full page.
- We currently have ~11,700 of our 2015 brochures on hand.
- Anticipated ad space closing date = 2/14/16. Artwork deadline = 3/1/16.
- Anticipated print date = end of March. Delivery date = April.



**Tourism Board Meeting**  
January 21, 2016

**Addendum B**

Visitor Center Gift Shop Merchandise Strategy

- Attempt to have as many ‘hyper-local’ items as possible. Not just made in Virginia, but made specifically in Winchester and Frederick County.
- Focus on unique items at a reasonable cost (most under \$20, many under \$10).
- Wholesale agreements only – no consignment.
- Working with Cindy to reorganize a little and create a unique space for Made in Winchester/Frederick County items, where each item’s creator/manufacturer will have a small space to tell their story.
- Possibly have a ‘new product party’ to launch sales and entice locals to the Visitor Center. Ongoing sales will, of course, focus on visiting tourists.
- Purpose of this entire strategy is, above sales, to craft the identity of the Winchester area in the visitors’ eyes as a creative and vibrant destination and to promote our local cottage industry and artisan partners.
- Primarily focus on consumable goods, but also include some limited artisanal products, possibly on a rotating basis depending on supply/demand.
- Possible addition of locally produced (Winchester/Frederick only) beer, wine & cider at the Visitor Center gift shop (discussion)