

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, July 19, 2018. The meeting began at 8:10 a.m. and was held at the Winchester-Frederick County Visitors Center.

**Board Members Present:** Dan Martin, Andy Gyurisin, Kristen Laise, Mary Braun, Sharon Farinholt, Eddie Richard, Priya Patel

**Board Members Absent:** Karen Helm, Eric Campbell

**Staff:** Justin Kerns

**Non-Voting Board Members, Guests & Media:** Brian Brehm, Winchester Star; Lani Pendleton, LaQuinta Inn & Suites

**Call To Order:** Dan Martin, Chairman, called the meeting to order.

**Roll Call:** Justin Kerns

### **Approval of Minutes**

Mary Braun suggested that one addition be made to June's minutes. She suggested that they be edited to note that Dan Martin agreed to continue to serve on the Strategic Plan committee even though his term is set to expire. With that change, the minutes were approved on a motion by Sharon Farinholt, seconded by Mary Braun.

### **Executive Director's Report**

Mr. Kerns reported that the new VisitWinchesterVA.com website has launched. Currently, the header features the new ad campaign, but soon it will be replaced with aerial video footage. Next Friday at 10:30am, there will be an announcement for a very large event coming to Winchester in 2019. Kristen Laise asked about the date of the event, and Mr. Kerns noted that it will take place June 19-23, 2019. Mr. Kerns met with the Shenandoah University facilities director about a solution for the lighting behind the Duratran panels. He also discussed placing banners on the side of the Visitors Center building and is researching options and sign regulations. He reported that Mrs. Bayliss attended the Civil War cluster group meeting and she has created collateral material for this year's Civil War Weekend.

Other activities this past month included a collaborative marketing meeting with Shenandoah University, Valley Health, and the Chamber of Commerce, assisting with the FOX5 "Zip Trip" filming, the iEarn conference held at Handley High School, and the Southeast Tourism Society's Congressional Summit. Mr. Kerns will be returning to the summit today to meet with elected officials.

### **Committee Reports:**

#### **Marketing Committee – Kristen Laise and Sharon Farinholt**

The marketing committee did not meet in the past month.

#### **Strategic Plan Committee – Mary Braun and Dan Martin**

The strategic plan committee did not meet, but Mr. Kerns announced that he will put out a request for bids on the strategic plan next week.

**Unfinished Business:**

**LOVEworks Program Community Taskforce – Justin Kerns**

Mr. Kerns reported that the taskforce has not met and is waiting to hear the results from a meeting with Shenandoah University regarding placement of the LOVEworks.

**New Business:**

**Bylaws Change Presentation – Justin Kerns**

Mr. Kerns noted that he now has guidance from Council and the Supervisors on the proposed changes to the board appointment process. He distributed a handout with the proposed change. The change must be submitted in writing and voted on at the next meeting. There must be a 2/3<sup>rd</sup> vote to be approved. The Tourism Board will need to submit the nominees' names earlier than previously done in the past so that City Council and the Board of Supervisors can interview them in person in advance. The board discussed why item "D" needed to be removed, and asked Mr. Kerns to get clarification on why that line was being taken out of the by-laws. He noted that after the board votes on the change at the August meeting, the names and resumes of the nominees can be submitted to City Council and the Board of Supervisors.

Kristen Laise asked the group whether the Tourism Board's process should also be updated. The board discussed the possibility of having nominees attend a meeting so everyone can meet them in advance. The board decided to invite the two new nominees to the next meeting so they can introduce themselves. It was determined that the changes to the process may delay the new appointments until October or November. Dan Martin agreed to continue as Board Chairman until the new members are on the board.

**Public Comments**

Mary Braun reported that the Discovery Museum will be holding a 5K Run/Walk and their annual gala is coming up. Kristen Laise announced that Belle Grove Plantation will be hosting the Hite Family Reunion, followed by their Wine Festival. Eddie Richard told the board that Richard's Fruit Market will be hosting a cornhole tournament and their annual Peach Festival. They have also completed their new petting zoo pavilion. Priya Patel reported that the new Tru hotel broke ground, and noted that their hotels are doing excellent.

The meeting was adjourned at 9:03 on a motion by Sharon Farinholt, seconded by Priya Patel.

Respectfully Submitted by Renee Bayliss, Creative Design and Visitor Services Manager, City of Winchester