

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, May 17, 2018. The meeting began at 8:05 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Dan Martin, Eric Campbell, Andy Gyurisin, Karen Helm, Kristen Laise, Mary Braun

Board Members Absent: Eddie Richard, Sharon Farinholt, Priya Patel

Staff: Renee Bayliss, Justin Kerns

Non-Voting Board Members, Guests & Media: Jennifer Bell, City of Winchester Downtown Manager; Blaine Dunn, Frederick County Board of Supervisors; John Hill, Winchester City Council; Brian Brehm, Winchester Star

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

Roll Call: Mrs. Renee Bayliss

Approval of Minutes

Staff asked the board to confirm that the attendance is correct on last month's meeting minutes. The board confirmed it was correct. The April minutes were approved on a motion by Mary Braun, seconded by Eric Campbell.

Executive Director's Report

Mr. Kerns reported that CVB staff met with the coordinator of a travel club at the Lake Frederick community and the CVB is assisting her with group itineraries. Mr. Kerns had a demonstration from ITI Digital, a company that sells a widget to manage events on websites. He noted that the pricing for the software was too high. Mr. Kerns noted that he arranged a meeting between marketing professionals from several industries that market the Winchester area to discuss collaborating. Mary Braun suggested that the Chamber of Commerce also be included.

Mr. Kerns also had a meeting with someone in Middletown regarding the development of the Wayside Theatre property, but plans are still preliminary.

The Kyle Petty Charity motorcycle event will be in town and the CVB secured the trolley to shuttle participants downtown. He discussed regional initiatives, which include the Shenandoah Valley Tourism Partnership and the Shenandoah Valley Travel Association determining ways to work together, and the Shenandoah Spirits Trail, which has created table tents and an Instagram promotion.

Committee Reports:

Strategic Plan Committee – Mary Braun and Dan Martin

The Strategic Plan Committee will meet Tuesday, May 22.

Nominations Committee – Andy Gyurisin and Karen Helm

The Nominations Committee told the board their suggestions for the two potential new members. Eric Campbell made a motion to approve the nominees, seconded by Kristen Laise.

Unfinished Business:

Website Refresh – Renee Bayliss

Mrs. Bayliss reported that she only has two pages to complete on the website, and after some proofing, it should launch the first week of June.

LOVEworks Program Community Taskforce – Justin Kerns

Mr. Kerns noted that there is potential for the local group to get grant money for the project after they are further along in the process. Currently, they are in the beginning stages of design. Dan Martin suggested the option of involving community groups such as scout groups to assist with building the base or helping with the structure.

Special Guest Presentation – Sean Murphy, Virginia Center for Literary Arts

Mr. Murphy will be opening the Virginia Center for Literary Arts in downtown Winchester. The Center will offer an opportunity for writers to collaborate during two week residences. He chose Winchester for its culture, walkability, and proximity of necessary buildings to Old Town. The Center plans to be involved with the community and also host community events.

Public Comments

Kristen Laise announced that the Farm to Fork Fondo at Belle Grove is this weekend, and will involve local farm markets, wineries, and breweries. She also noted that the Barn at Belle Grove will be undergoing a restoration. Mary Braun reported that the Non-Profit Alliance has an upcoming luncheon meeting which will focus on hiring and retaining employees. Dan Martin reminded the board that the Rotary Rummage Sale is this weekend, to benefit Blue Ridge Hospice. Andy Gyurisin reported that the Alamo continues to host specialty screenings that bring visitors from out of the area, and announced a few upcoming events. Jennifer Bell noted that Kidz Fest, the Loudoun Street Mile, and Friday Night Live are the next events coming to Old Town Winchester. Karen Helm reported that the Patsy Cline Historic House is featured on the new American Evolution app, along with 7 other local sites.

Mr. Kerns noted that Renee Bayliss will be on vacation during the next two meetings, and a volunteer will be needed to help with board minutes.

The meeting was adjourned at 9:10 on a motion by Andy Gyurisin, seconded by Eric Campbell.

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