

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, August 16, 2018. The meeting began at 8:10 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Dan Martin, Karen Helm, Kristen Laise, Eddie Richard, Mary Braun, Sharon Farinholt

Board Members Absent: Andy Gyurisin, Priya Patel

Staff: Justin Kerns

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

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

Roll Call: Renee Bayliss

Approval of Minutes

The July minutes were approved on a motion by Sharon Farinholt, seconded by Eddie Richard.

Executive Director's Report

Mr. Kerns told the board about the FOX5 live broadcast in Old Town Winchester, which went very well. He noted that the area's third winery had its grand opening in the past month. Mr. Kerns announced that he has organized an outdoor recreation marketing advisory group, consisting of local outdoor enthusiasts, to assist with identifying and mapping recreation opportunities for visitors. Board members discussed how horseback riding fits into this project, and Mr. Kerns noted that because businesses already exist to provide horseback riding, in this situation, the group is working on marketing things such as trails or waterways that are currently not as well known to visitors.

Mr. Kerns also reported on several local and regional meetings that he attended, the Tourism Tuesday radio show and a WINC radio segment, and noted that he is assisting the HOG Rally Coordinator with planning for their 2019 event. He noted that video filming will need to start again for the CVB's new website, as the current videographer has not been able to complete the project.

Vote on changes to By-laws

The board was provided with a printed copy of the proposed change to the by-laws and reviewed the change. See below.

Article VII

Section. 6. Member Appointment Process. In the event of an actual or anticipated member vacancy on the WFCTB, the following process shall apply:

- a. The Winchester-Frederick County Tourism Board Chairperson appoints a Nominating Committee in accordance with WFCTB Bylaws Article IX, Sections 1, 4, 5, 6 and 8, for WFCTB Bylaws Article VII, Section 2 and 3 appointment nominees.

- b. The Nominating Committee selects nominees in accordance with Article VII, Sections 1, 2 and 3 of these Bylaws. Bylaws Article VII, Section 4 appointments are unilaterally made by the entities listed there under.
- c. The Nominating Committee submits names of nominees to the Frederick County Board of Supervisors and the Winchester City Council **for interview, consideration and appointment.**
- d. ~~The Frederick County Board of Supervisors and the Winchester City Council vote on whether to accept nominees to the Winchester Frederick County Tourism Board.~~

Mary Braun made a motion to approve the change, seconded by Kristen Laise, all in favor.

Committee Reports:

Strategic Plan Committee – Mary Braun and Dan Martin

The strategic plan committee had a meeting and they identified three organizations that are potential candidates to complete a strategic plan for the CVB. They noted that the budget is no more than \$10,000. They have received two of the three proposals so far, and they are asking both for samples and bids to be provided. Sharon Farinholt asked if the Marketing Committee should help decide which company to choose. The committee noted that a larger group of 12-15 persons will be involved in the strategic planning process, and two of these participants can be board members. The committee asked the board for permission to allow them to decide which firm to use to expedite the process. Sharon Farinholt made a motion, seconded by Eddie Richard, all in favor. Mr. Kerns gave a brief overview on the three potential firms and offered to email more details to board members.

Marketing Committee – Kristen Laise and Sharon Farinholt

The marketing committee did not meet, but Mr. Kerns discussed a meeting with iHeart Media. The CVB has purchased a digital campaign that will begin in the fall and target visitors to Shenandoah National Park.

Unfinished Business:

Board Appointment and Nominations Committee – Andy Gyurisin and Karen Helm

Mr. Kerns noted that the board is not able to bring in potential nominees to meet the board and make presentations at this time.

LOVEworks Program Community Taskforce – Justin Kerns

Mr. Kerns reported that he has a meeting scheduled with Mitch Bowman from Shenandoah University about placing the LOVEworks. Dan Martin asked about the placement, and Mr. Kerns described the area near the Old Court House lawn where they are trying to locate it.

New Business:

HOG Rally Announcement – Justin Kerns

Mr. Kerns asked the board if anyone has questions regarding the Harley Owners Group (HOG) Rally in 2019. Karen Helm asked about the dates of the events, and if the group will want special events created

for them. Mr. Kerns confirmed that the event is June 19-23, 2019, and they will have their own events planned in the evening, but that there may be opportunities to plan events as well.

Spotswood Poles historic marker or naming – Justin Kerns

Mr. Kerns expressed interest in having a historic marker or other site in Winchester created for the local baseball player, Spotswood Poles. Board members suggested getting Preservation of Historic Winchester or the Winchester-Frederick County Historical Society involved. They also suggested contacting Gene Schultz, and provided him with contact information.

Public Comments

Eddie Richard announced Richard's upcoming Peach Festival. Mary Braun told the board that they have a new Artist in Residence at the Discovery Museum. Kristen Laise let everyone know about Belle Grove's Wine Fest, and Karen Helm informed them of the Patsy Cline Block Party. Mr. Kerns also reported that Winchester was once again named a great place to retire by Reader's Digest.

The meeting was adjourned at 9:10 on a motion by Mary Braun, seconded by Karen Helm.

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