

The regular monthly meeting of the Winchester-Frederick County Tourism Board was held Thursday, October 18, 2018. The meeting began at 8:03 a.m. and was held at the Winchester-Frederick County Visitors Center.

Board Members Present: Lani Pendleton, Shannon Moeck, Andy Gyurisin, Karen Helm, Kristen Laise, Sharon Farinholt, Priya Patel, Mary Braun

Board Members Absent: Eddie Richard

Staff: Justin Kerns, Renee Bayliss

Non-Voting Board Members, Guests & Media: Brian Brehm, Winchester Star; John Hill, Winchester City Council; Patrick Barker, Frederick County EDA; Holly Redding, Old Town Advancement Commission; Don Anderson, Destination Consultancy Group

Call To Order:

Roll Call: Renee Bayliss

Approval of Minutes

The September minutes were approved on a motion by Sharon Farinholt, seconded by Andy Gyurisin.

Mr. Kerns distributed the new contact information and term details for board members. He explained that the board needs to elect a chair and a vice-chair. Those that are elected must be serving a term that will not expire before the chair/vice-chair terms.

Karen Helm and Priya Patel nominated Kristen Laise. Ms. Laise noted that she may have a conflict with another quarterly meeting that she attends, and would need to leave early occasionally. She asked if the vice-chair would be able to assist in that case. The board agreed that would be fine, and all voted in favor of electing Kristen Laise to the chair position. Mary Braun asked if the vice-chair is expected to move up to chair after their term, and Mr. Kerns noted that it is not the case.

Sharon Farinholt and Karen Helm nominated Andy Gyurisin to be vice-chair. All of the board voted yea in favor of Andy Gyurisin as vice-chair.

Executive Director's Report

Mr. Kerns noted that he emailed the report to the Tourism Board members, and asked if there are any questions. He did not go over the report in detail due to the strategic plan discussion later in the meeting. Mary Braun asked about the Chamber of Commerce's marketing and branding committee and if it is in line with our plan. Mr. Kerns said that the committee is still firming up what their goals will be. Kristen Laise asked about the Instagram passport program, and Mr. Kerns described what is being done with the Shenandoah Spirits Trail and the Instagram promotion.

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 committee did not meet, but it was pointed out that Dan Martin still plans to be involved.

Board Appointment and Nominations Committee – Andy Gyurisin and Karen Helm

Mr. Kerns let the board know that the process should begin sooner next time, but thanked them for completing the appointments.

Unfinished Business:

HOG Rally Update – Justin Kerns

Mr. Kerns told the board that the event planner, JoAnn Emmons, is in Winchester and that planning is going well. Plans are in the works for a motorcycle parade on Saturday, June 22.

Spotswood Poles update – Justin Kerns

Mr. Kerns reported that there have been two meetings with interested parties so far. The Winchester Star ran an article, and there are a few initiatives they are working on, but there is nothing to announce yet.

Tourism Ambassador Training Update – Justin Kerns

Mr. Kerns announced that 40 people participated in the training session, and the Winchester Star featured it in an article. Andy Gyurisin asked to get involved, so the next training in 2019 will take place at the Alamo Draffhouse Cinema. Mr. Kerns thanked the community partners that contributed complimentary admissions for the passport. All of the participants that completed the training received a passport.

Public Comments

Andy Gyurisin announced that the Alamo is hosting three special guests this weekend. Shannon Moeck let the board know that the Cedar Creek anniversary event is this weekend. Mary Braun reported that the Sunset Series and Astronomy Night are two upcoming events at the Discovery Museum. Karen Helm announced that more locals are visiting the Patsy Cline Historic House and that the museum will be open to the public seven days a week in 2019. Kristen Laise said that their upcoming events include a fundraiser at the Alamo Draffhouse in November, the Antiques Appraisal Fair, and Christmas tours. Priya Patel reported that the hotels are doing well, they have a higher ADR, and the Tru hotel at exit 317 is getting started. Lani Pendleton noted that the rebranding from aLoft to LaQuinta has skewed their hotel's numbers, but they are also seeing improved ADR.

The meeting was adjourned at 8:25 on a motion by Mary Braun, seconded by Karen Helm.

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