

## **OTBA Meeting May 18, 2016 at City Tavern Grill**

The meeting was called to order at 8:51 am by President, Joanne Wunderly. There were 18 members present. City officials present were Councilman Ian Lovejoy and Doug Waldron, Commissioner of Revenue.

Mr. Waldron gave the 1 st quarter report for the Economic Trend of 2016. Retail in Old Town was up by 8.9%, Lodging up 5.7% and Meals was down by 13.1% over last year first quarter results. The overall totals for Old Town was an 11.3% decrease in revenue. Contributing factors were the weather and lack of foot traffic. The slight increase in retail was the first time in a number of cycles that retail has improved.

March minutes were approved by Curtis Harrover and seconded by Ann Hempen.

**Treasurers' Report** - Nury Mena reported that at present we have \$8,530.82 in our treasury.

Joanne stated that OTBA and HMI will join resources and do a promotional blitz at the I-66 Welcome Center for 13 months beginning in December. We will use some of the monies in our treasury to support that effort. Joanne promised that we will hear more about the details later.

Joanne acknowledged that our attendance was 'light' this month as our regular meeting scheduled for last Wednesday was moved to a week later because of the Manassas Business Appreciation Breakfast. We did not have the usual format and only a couple of reports: Police Officer Trey Lawlor pinched hit for Officer Neely with the Police report. There are bike and foot patrols in Old town, and there were no real issues to report.

Councilman Ian Lovejoy mentioned two upcoming events: Share a Brew and Fight Cancer Too on Friday, June 3 from 5 - 9 pm at Bad Wolf Brewing and June 18th the City's first Charity Skateboard Competition to be held at Dean Skate Park from 10am - 1pm. Proceeds from both events will go to the Children's Hospital Cancer Center.

The 50/50 drawing netted \$44 and \$22 was won by Jim Boltz of *Edward Jones*.

Elizabeth Bailey, *BedRock Yoga* presented the Social Medial Workshop and began by answering some of the questions sent in at our last meeting.

**How often should you post?** If you have fewer than 10,000 followers, 1 - 5 post per month is sufficient.

**What type of posts work?** Posts that generate 'likes' will boost your score. Post things that will be of interest to your customers. The rule is 'Quality over Quantity'. One type of post that will generate interest is to ask the question "Do you remember this?" Photos and videos more so than a lot of text interest people. Getting your customers to engage with you means that they will be more likely to share your post, thereby increasing your reach.

Marc Hempen, *Manassas Junction* said that he took a photo of the Barnum & Bailey Circus Train as it passed through Manassas and the response was tremendous.

More personal posts generate interest but photographs of children can be a touchy issue. Get permission to post a photo of a child (not your own) before doing so.

General discussions about “Boosting a post”, “Reach”. “Hashtags”, and “Twitter” followed.

Our June meeting will be as regularly schedules, the second Wednesday of the month.

The meeting adjourned at 9:58 am.