



EOTW Report

Warrenton Town Council
Carter Nevill, Mayor
Heather Sutphin, Ward 1
William Semple, Ward 2
Brett Hamby, Ward 3
James Hartman, Ward 4 Vice Mayor
Eric Gagnon, Ward 5
Paul Mooney, At Large
David McGuire, At Large

Council Meeting Date:	February 13, 2024
Agenda Title:	EOTW Update
Requested Action:	Receive the information from the Experience Old Town Warrenton Team
Department / Agency Lead:	EOTW
Staff Lead:	Joelle Fryman

EXECUTIVE SUMMARY

The Director of Experience Old Town Warrenton, Ms. Joelle Fryman, will present an update to the Town Council. In this update she will address:

- Transformational (Economic) Strategies seminar conducted with Main Street America (MS) and Virginia Main Street (VMS). Any questions in regard to the information?
- Where EOTW is with our Strategic Planning process,
 - Working with a third-party consulting group, Spark Mill.
- Provide an update on 2023 programs and look toward 2024::
 - Gumdrop Square
 - Hanging Flower Baskets in Old Town Warrenton
 - Mural Project
 - Restaurant Week(s)
 - Warrenton Arts Commission partnership
 - Old Town After Hours
 - Wayfinding with the TOW
- Awards from Virginia Main Street
- Dementia Friendly Fauquier Initiative
- Accreditation review
- Brief discussion on our relationship with the Old Town Warrenton Property Owners
- New Website
- Discuss economic impact of the Farmer's Market (hand outs) as well as new location.

Experience Old Town Warrenton thanks the Town of Warrenton and the Town Council for this opportunity to present an update, for their support, and for their partnership.

BACKGROUND

Experience Old Town Warrenton is a 501(c) 3 nonprofit organization. EOTW operates with a Memo of Understanding (MOU) with the Town of Warrenton. The organization is a close partner of the Town of Warrenton and also acts as a liaison between the Town and the Main Street vendors.
