

VISIT McMinnville

Board of Directors Meeting

Date: Wednesday, March 16, 2016
Location: Visit McMinnville Offices
Present: Ellen Brittan, Courtney Cunningham, Scott Hill, Cassie Sollars, Erin Stephenson
Absent: Emily Howard, Cindy Lorenzen, Martha Meeker, Carmen Peirano, Maria Stuart
Staff: Jeff Knapp, Kitri McGuire
Guests: Doug LaPlaca, Shannon Thorsen, Scott Greenstone via phone

Knapp called the meeting to order at 9:40 a.m. Since we did not have a quorum, February minutes were reviewed but will need approval at the next board meeting.

Scott Greenstone joined the conversation via phone and reviewed the financial statements covering the following salient points:

- The third party lodging taxes held under protest have been released.
- VM income is 5 percent over budget and 12 percent over last year's tax collections.
- The new tax filing forms call for income to be reported monthly which will enable us to forecast better.
- There are "no surprises" said Greenstone; most issues are minor at this point.
- Expenses are under budget significantly but will probably close the gap over the next few months.
- Estimated 2016-17 budget - \$500K

Advertising: Knapp brought the board up to speed on current and future advertising and marketing.

- NW Travel – May / June issue; also will feature a cover story on Girls Wine Weekend
- 1859 center spread
- Seattle Met
- OPB beginning March 21 during prime time reaching 1.25 million listeners; also will feature downtown wine walk in May
- Alaska Airlines In Flight magazine
- Comcast and Pandora
- Kitri researching KINK-FM

Three PR firms are being considered for the organization: Weinstein, Maxwell and Little Green Pickle; a decision will be made in just a week or so.

The May Wine Walk is deep into creative – looking at different variations of the passport. Other points:

- Although this is an MDA Wine Committee project, VM is paying for the media tour buses.
- Prizes for completing wine trail? Premium prize during shoulder season months? Alumni system? Selfie-frame? Those ideas will be fleshed out in the next wine committee meeting.
- Redemption of passport? The following were discussed, although Evergreen seemed to be the favored stop.
 - Chamber
 - A single winery
 - Evergreen
 - Mail-in option

Further discussion ensued on a visitor center and ongoing talks with Chamber President Nathan Knottingham. No decision has been made at this point, although staffing is an issue.

Knapp has been speaking to various service clubs and other organizations including the chamber, lodging stakeholders, Lions Club, Walnut City Kiwanis, Noon Rotary, and will hit others in the coming weeks.

Kitri spent two days in Bend working with the staff at Visit Bend. She is also auditing our website for the following:

- Responsive design
- SEO tracking
- Search ability
- Ad program
- Web forms to update info
- Email suggestions to Kitri

Google analytics are beginning to pay off; from Feb. 15 – March 15 they are up 18 percent.

Brittan reported that the McMinnville AVA has been revitalized which is great.

The meeting was adjourned at 11:25 a.m.

Respectfully submitted,
Cassie Sollars