

— visit —
M C M I N N V I L L E
— o r e g o n —

Board of Directors Meeting

Wednesday, August 17th, 2016 – 9:30-11:30am Visit McMinnville Offices

Agenda

1. Approval of Minutes from Last Board Meeting (1 minute)
2. Financial Overview (15 minutes) Call in from Scott Greenstone
3. PR, Social Media, FAM tours and Website Reporting (15 minutes)
4. Presentation from Yuki Tanaka of MNI on our Digital Marketing Strategy (30 minutes)
5. Recap of progress since last meetings (45 minutes)
 - Wine Walk App
 - August Photography Project
 - Blue Chalk 90 second video
 - Bernards and Associates Audit
 - Event Opportunities/Group Business
 - Oregon Truffle Festival Partnership (Low Season)
 - ORLA
 - WWA Tourism Board
 - Shoulder & Off-Season Campaign
 - Intern Projects/Videos
 - Survey Ambassadors and RRC Data
 - Tourism Wayfinding Research
 - Chamber/MDA/MEDP Update
9. Public Comments (10 minutes)
10. Board Round Table (as time permits)