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M C M I N N V I L L E  
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Board of Directors Meeting

*Wednesday, March 16th, 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. Advertising Campaign
  - Print- 1859, Seattle Met, Portland Monthly, NW Travel, Travel Yamhill Valley Guide, Indulge
  - Comcast/Xfinity- March 1<sup>st</sup>- End of June- Television and Online/Digital- Roughly 3,000 commercials with approx. 2,518,255 Television Impressions and 262,857 Online Impressions for the PDX and Eugene DMA.
  - Comcast/Xfinity- Seattle DMA, April – End of June- Online, Digital 30 second commercials- Roughly 457,000 impressions.
  - March 15<sup>th</sup>- End of June- Pandora Internet Radio- Portland and Eugene DMAs
  - YouTube PreRoll + Facebook Ads + Google Adwords
  - OPB (NPR)- April Ads to begin
  - 16 page mini guide to be ready April
4. PR Company Update
5. Wine Walk Update
6. Visitor Center Discussion
7. Community Outreach Update
8. Assorted Project Updates
  - We will be attending the Governor's Tourism Conference April 24, 25 and 26 in Pendleton
  - McMinnville Works + MEDP + Intern Plans
  - SIP + Event coverage and Photography
  - Budgeting Process Update FY17
  - Photography and SM influencer projects for summer 16
  - Kitri spent two days in Bend downloading with the team at PointB
7. Public Comments (10 minutes)

8. Board round table and industry updates from the board. (as time allows)