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M C M I N N V I L L E
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Meeting Minutes: December 16th, 2015 Brittan Tasting Room

In attendance:

Board Members, Erin Stephenson, Cassie Sollars, Maria Stuart, Cindy Lorenzen, Emily Howard, Ellen Brittan, Ty Rollins, Martha Meeker, Scott Hill

Guests: Doug La Placa & Nate Wyeth (Point B Destination Advisors) Joel Kiff (Yamhill Carlton Winegrowers Association), Krista McCallum, Raylinda Price (237 Marketing & Web)

Staff: Jeff Knapp

- 1) Jeff Called meeting to order at 10:08am
- 2) Approval of meeting minutes from November board meeting
 - a) Ellen motioned to approve minutes as presented.
 - b) Erin seconded the motion
 - c) The board voted unanimously to approve November minutes
- 3) Jeff presented the board with the progress made since the last board meeting, including:
 - a) City Council FY16 Business Plan Presentation
 - (i) We presented our FY16 Plan to council before Thanksgiving and it was approved via vote at the last council session.
 - (ii) Jeff thanked Ty and Erin for representing.
 - b) Marketing Manager recruitment process-
 - (i) Jeff reported that we are in the final stages of first round interviews. He has spoken with 8 candidates and is speaking with four more between now and next week.
 - c) Wine Trail Update-
 - i) Jeff updated the Board on last week's meeting of the McMinnville urban wineries. At that meeting he presented VM's business plan and outlined how the local wineries and tasting rooms could benefit from our marketing endeavors.
 - ii) Visit McMinnville will be shooting for an April launch for our own "wine trail" promotion to be coordinated with a kick off event bringing media and trade to McMinnville to take part in the "trail" on a Monday in spring.
 - iii) Erin presented questions on how Bend's Ale Trail resulted in people collecting a prize at the end.
 - iv) Doug shared that the Bend Ale trail has been hugely successful for tourism in Bend and that people were motivated to complete the trail and turn in their map for prizes at the Bend Visitor Center. He also reported that they offered a special trophy for

those completing the trail in November to encourage come shoulder- season traffic.

- v) We discussed the McMinnville Wine Trail being open to both wineries and tasting rooms within the city limits of McMinnville.

d)RRC- Data/Research

- i) Jeff received our first proposal from RRC. The initial proposal is out of our FY16 budget.
- ii) He will work with them to refine the scope of their focus and report back on progress.
- iii) Ellen asked if we will be getting competing quotes for data/research
- iv) Jeff stated that he had not had the opportunity to engage a second quote but that his intentions were to do so before moving forward.
- v) Martha suggested that we discuss any synergy with the city on data and research that could be mutually beneficial.

e)Bookkeeping Services

- i) Jeff reported that Barbara Barks, our local bookkeeper started working for us officially a week ago. She is on a Tuesday pick up and Thursday drop off schedule for VM's AP and books.

f) Office Space

- i) Jeff reported that were able to secure the front office space on top of our current office space. This will address some potential issues with sound interference, allow us to hold our board meetings at VM in the future, provide us some more private meeting space and allow us some room fro growth should end up occupying these offices for a period of time. Rent will be \$900 a month including utilities and cleaning services.

g)Social Media

- i) Jeff reported that VM has contracted locally with Chelsey Nichol over the last month to assist with the Instagram editorial calendar and execution. We intend to utilize Chelsey until we bring on our Marketing Manager and reassess our needs at that time.
- ii) We have doubled our followers in the last month.
- iii) We have engaged a local Portland Social Media food and beverage consultant and influencer Meatballssmamma (Kari Young) and had her out for a McMinnville site visit.
- iv) Jeff requested that the board spread the word on use of Instagram and the use of #visitmcminnville.com

h)MEDP, Chamber, MDA

- i) Jeff reported will begin a monthly check in-coffee meeting with the four organizations in hopes of strengthening our efforts collectively.
- ii) Jeff reported that we have joined the Chamber and will be joining the MDA in the upcoming month.

i) Citizen's Bank Account

- i) Jeff reported have opened an account at Citizen's Bank for our reserve funds and are awaiting all signatures. We will be transferring \$75,000 in reserve funds.
- j) Employee Handbook/Information
 - i) Jeff reported that we have decided to look into contracting an HR company to assist us with our ongoing HR needs and to help craft our employee handbook.
 - ii) Erin reported that the VM Executive Board planned on meeting on this subject as things progressed and would work to refine the information and policies secured by Jeff's research. Once they felt that they had a proposal, they would present that to the entire VM board for a vote.
 - iii) Martha mentioned that there might also be some synergy with the city in this are and invited Jeff to discuss this further.
- 4) Board Vote on VM's Position on Focus and Spending of TLT Funding
 - a) Jeff presented the proposed document to be utilized as a tool to assist in summing up the VM Board's direction. This document would serve the organization in answering community inquiry into the funding of various proposed endeavors.
 - b) Erin stated that this document was representative of many discussions over many months in the establishment of VM. She motioned to approve the document.
 - c) Maria seconded the motion
 - d) The Board voted unanimously to approve the position statement
- 5) Doug La Placa presented the first look at VM's creative campaign, including:
 - i) 60 second web video produced by Blue Chalk Media
 - ii) Single page and double page print ad designs with two concepts: "Genuine Smile campaign" and the "100% Natural, No Artificial Ingredients" concept.
 - iii) Banner ads
 - iv) 30 second TV commercial with original score and voice over
 - b) Doug stated that the images both in the video and print ads would change as more photography was secured and as we narrowed down our focus on publications to make our ad buys.
- 6) Doug lead the update on our website progress
 - a) Doug reported that we are in line for a late December soft launch and early January live launch of our website.
 - b) Doug showed the board initial homepage web layout, color, logo and font designs and how those would be integrated across the web and our entire creative campaign.
 - c) Martha inquired into VM's plans to make the community aware of all of our projects.
 - d) Jeff stated that we are planning a local VM/web launch party and press release for February to help spread the word about our endeavors and to get the community on board. He also said that the website will serve as a great tool for the community to keep tabs on what we are up to as VM will post all of our ads, videos and general info, i.e. agendas, budgets, etc. there.
- 7) Public Comments:
 - a) Joel Kiff shared his excitement in VM's plans and let us know that the Yamhill Carlton

Winegrowers Association had recently hired local writer Jim Gullo to assist in some of their marketing.

- 8) Board Roundtable and Industry Updates from the Board
 - a) Cassie let the Board know that the application for the new Downtown Association Manager position closed the previous night.
 - i) They had 11 applicants from around the country and will be forwarding resumes on to the Executive Hiring Committee.
 - ii) Cassie is planning on retiring by March 4th 2016
 - b) Ellen mentioned that she thought VM should engage with the Oregon Wine Board and Michelle Kauffman to possibly take advantage of some research and data that was recently done by Christin Miller of Full Glass in CA.
 - c) Ellen also mentioned the International Terroir Conference that will be held in McMinnville for the first time ever this July 10th through the 14th and that there might be some good opportunity for photos/videography at this event.
 - d) Cassie inquired into monthly financials as she did not see them as of yet.
 - e) Jeff took responsibility for not getting those over to Cassie and promised to forward them from now on.
 - f) Cindy proposed moving our meeting time from 10am to noon to 9:30 to 11:30am so that all board members could be present for the entire meeting.
 - g) The board unanimously agreed and we will be moving our regular meeting times to the third Wednesday of every month from 9:30 to 11:30am at the Visit McMinnville offices. 328 NE Davis St. Ste. #1.
 - h) Erin brought up the taking of minutes and asked the board for help in securing someone to take official minutes at our meetings moving forward.
 - i) Martha said that the city would most likely be able to assist in providing us with someone to help with this starting this July.
 - j) Cassie agreed to take minutes for VM through June 16.

Jeff adjourned the meeting at 11:36 am.