**Visit McMinnville**

**Board of Director’s Meeting**

**June 15, 2016**

**Board Attendees:** Erin Stephenson, Emily Howard, Ellen Brittan, Maria Stuart, Scott Hill, Carmen Peirano, Courtney Cunningham, Cindy Lorenzen, Ty Rollins

**Absent:** Martha Meeker

**Staff Attendees:** Jeff Knapp & Kitri McGuire

**Guests:** Carrie Welch, Doug Sherwood, Larry Montgomery

Knapp called the meeting to order at 9:36 am.

Discussion on the minutes; Brittan mentioned the mobile visitor’s center discussed last month was missing. McGuire will add and resubmit. Stuart moved to accept the minutes with amendment mentioned. Cunningham seconded. Minutes were approved unanimously.

Montgomery and Sherwood presented proposed changes to Alpine Avenue. Goal of the plan is to revitalize an underutilized area of town for urban renewal and economic development. The plan includes $30M for revitalization of the area between 7th & 14th. Recently passed transportation bond funds ($24M) will help with funding for improvements to the area, including infrastructure and underground utilities. “Festival Street” area runs from 7th to 10th. “Craft District” will include the light industrial area from 11th to 14th. The City of McMinnville is hopeful that the project will inspire reinvestment in this area. Discussion was had on details of the plans. Stephenson suggested that Visit McMinnville work in conjunction with Travel Oregon, specifically in seeking out grant money to facilitate better pedestrian travel between 3rd Street and the proposed area, including signage. Rollins asked about the railway; the City said the railway will continue to run but there will be significant improvements as part of the NE Gateway plan. The 7th-11th Street section of the project will be complete by Fall 2017.

Knapp introduced Carrie Welch, Co-Founder and Co-Owner of Little Green Pickle PR. Goals for Visit McMinnville include pitches and coverage in local, regional and national media, as well as digital properties like blogs and social media. Welch moved to Portland in 2010 after being a Vice President of PR at Food Network. Around the same time, LGP founded FEAST, a 4-day food and wine festival in downtown Portland. Welch approached the topic of measurement and metrics. Pitch, place, track. Use a program called Coverage Book to track value of media coverage monthly.

Brittan brought an update from the nominating committee. 5 applications sent in. Will be conducting interviews

McGuire mentioned web stats, which are up 37% period over period.

Knapp discussed the mobile visitor’s center. He discussed his process for securing funding, which has not been finalized but looks promising. Knapp has talked to several businesses that focus on design and rebuilds of classic trailers; the most promising contact is Hofmann Architecture out of Santa Barbara, California. They have completed 300 similar builds. If we decided to move forward with them, there is a $5,000 retainer fee to secure them which is then applied against their sourcing and design fees. If a firm is brought on quickly, we could have delivery of the project by February 2017. Total project costs are estimated at $75,000 -$100,000. Down payment on the project would be $20,000, which Stephenson noted is the amount budgeted to give to the Chamber for running the visitor’s center.

Knapp and Nathan Knottingham at the Chamber of Commerce have reached an agreement that Visit McMinnville will be supporting them with a computer and resources such as a kiosk. We will not be supporting staffing.

The board would like Knapp strategic vision, competitive options, loan options, usage plans, comparison of options for the trailer and associated costs, staffing structure, and cash flow. Knapp will present a full plan at next month’s board meeting. Rollins noted that the board would like to move quickly on this for delivery in early Spring 2017.

Knapp noted we have hired 3 temporary staff members. Geneva Garcia has been hired as a temporary marketing intern; her focus will be on videography of the tourism experience. We have also hired two temporary survey ambassadors who Targeting 1500 surveys by the end of September. Will be staged at tourism hubs around town in 4 hour time blocks; will use tablets and printed surveys to gather info. Working in conjunction with RRC, a rep from RRC will arrive next week for two days of training for the ambassadors.

Summer FAM visits, first will be Paul Diamond from Wine Selector (with Travel Oregon). Sionnie Lafoyllete will be staying in town for nearly 3 weeks as a photographer in residence at the end of August. 10 stylized shoots will take place during that time.

Next board meeting will take place July 20. Knapp will send mobile visitor’s center plans and material

Knapp adjourned meeting at 12:05pm.