

Visit McMinnville
Board of Directors Meeting
September 21, 2016

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

Absent: Cindy Lorenzen, Martha Meeker

Staff Attendees: Jeff Knapp & Kitri McGuire

Guests: Steven Rupp, Gioia Goodrum, Jared Miller, Kellie Menke

Knapp called the meeting to order at 9:38.

Brittan moved to approve August 2016 minutes. Cunningham seconded. Minutes were approved unanimously.

Greenstone was called in for a financial overview. We are 2 months into the current fiscal year 2017. Greenstone noted that revenue has not been received to this point in the fiscal year. VM is running very close to budget, any discrepancies appear to be due to timing at this time. It appears that the professional fees are still miscoded from last month; Knapp will follow up with Greenstone to correct those.

Greenstone provided an update on the audit. The audit with Bernards & Association is proceeding as expected. Greenstone expects to see audited financial statements in approximately 1 month from now (mid-October).

McGuire provided a social media, PR, and website report. VM has welcomed many FAM groups, writers and influencers over the past 3 months. Social media followers are growing steadily and on track for our goals. Website visits are lower than expected; increased digital advertising that began September 1 is expected to grow these numbers. McGuire will send the monthly PR report from Little Green Pickle to the board.

Knapp gave an update on Sionnie Lafollette, a travel photographer who stayed in McMinnville as an artist-in-residence. We completed 10 stylized shoots, as well as documentary photography of the community. We will receive 600 edited photos. Her fee was \$8,500; including lodging costs and other fees, the total cost was around \$12,000.

Knapp gave an update on the ad hoc wayfinding committee. The group has met one time so far, and will be meeting bi-monthly from now on (next meeting is Monday, September 26 at 2pm). Knapp reached out to Susan from Sea Reach, as a potential consultant for the group. Discussion was had as a board on how involved VM should be in wayfinding, and how much financial investment should be made from VM. Stephenson suggested we identify regions in town that would be of interest to visitors to help us define VM's purview. Hill reported on the city's plan for pedestrians, traffic, trees, and other issues the

council has been discussing. Hill mentioned in 2 months the city should have a report available on those key areas. Knapp mentioned VM has \$24,996 available for special projects. The board agreed that once we have a proposal from a consultant, the board will vote on funding costs. The goals for the committee include identifying the project, determining community needs, developing a phased plan that is in alignment with urban renewal and other city plans, and to submit for a Travel Oregon matching grant in April 2017. Hill suggested that the communication flow to the city should come from VM, as the wayfinding committee is a VM sub-committee.

Knapp brought to the board's attention that it has come up that long-term/corporate rentals in the community (which do not currently pay TLT), yet provide a service for the community, desire to be listed on the VM website. Stephenson mentioned original discussion the board had on this topic, which was that only lodging that paid TLT was eligible for website listing and support from VM. Brittan asked if month-to-month rentals could self-select into paying taxes in order to take advantage of VM support. Discussion was held on the topic. Board will consider adding a decision to VM's policies and procedures for next board meeting.

Knapp mentioned the board retreat on January 9. At the next executive committee meeting, discussion will be had on retreat agenda. Hill suggested hiring a facilitator for the meeting.

Knapp shared the Fall/Winter creative direction for print and digital.

Knapp discussed the purchase of Evergreen properties by the Falls Event Center, and how VM is leading conversations with them. The current plan is to build a 135 room hotel on property by Labor Day 2017. Hill shared that the city has discussed with The Falls the need for convention facilities for 300+ people. They are also planning on opening a sandwich shop in downtown McMinnville. Stephenson noted that a hotel property of this size would significantly increase TLT revenue for VM.

Knapp discussed the Oregon Air Show, which puts on the largest air show in the state (currently held in Hillsboro). VM met with event organizers last month. OAS would hold the event in 2018, after the completion of a new runway. VM will continue to discuss how we can/should be involved.

Knapp discussed survey ambassadors; our original hires have gone back to school and we have hired 2 new PT ambassadors. VM still desires to obtain 1200 completed surveys. Knapp anticipates we should be close to that by November.

Knapp discussed Feast food festival in Portland, which VM attended last week as their guests. It is a top food event in the country, which brings high end chefs, beverage producers, and media to Portland. VM brought the Editor in Chief from Sunset Magazine and a senior editor from Wine Enthusiast to McMinnville for a lunch at Maysara Winery as part of our activation plan for the event.

Knapp discussed the Wine Walk Umbrella Share. There are 100 umbrellas that will be placed at tourist stops, like wineries and retail, that visitors can borrow and return at their next stop.

Knapp mentioned that he is now attending MURAC meetings and will report when there are items discussed that relate to VM's mission.

Knapp is taking part in Leadership MAC.

Knapp discussed Airstrip Attack by Shift Sector, a premier car show and time trial event held at McMinnville Airport. There is a need for more McMinnville business involvement and transportation from the airport to 3rd Street. Hill mentioned that due to the airport renovations it will not be back in 2017, but will return in 2018. There is a need for a large number of hotel rooms to accommodate the event.

Howard mentioned Dragging the Gut, and how it has changed in past years to the detriment of local businesses. Hill suggested that concerned business owners should address the council.

Knapp discussed cycling for our community. Knapp has reached out to a bike share service called Zagster to provide a bike service for the community. Knapp is going to a cyclocross event on October 1 to speak with OBRA (Oregon Bike Racing Association). VM will be exploring mapping cycling routes. Hill mentioned the Reach the Beach biking event that runs from Portland to Pacific City each year. Currently the event has a stop in Amity and Hill suggested we talk to them about McMinnville as another option. Howard mentioned speaking to the city about safety and bike lanes.

Knapp reached out to ODOT regarding signage on Hwy 18 and 99W at McDougall junction. He will continue to report on those conversations.

Knapp adjourned the meeting at 11:32am.