**VISIT McMINNVILLE**

**Board of Directors Meeting**

Date: Wednesday, April 20, 2016

Location: Visit McMinnville Offices

Present: Stephenson, Howard, Stuart, Rollins, Hill, Brittan, Meeker, Cunningham, Lorenzen

Absent: Peirano, Sollars

Staff: Jeff Knapp, Kitri McGuire

Guests: Doug LaPlaca & Scott Greenstone via phone

Knapp called the meeting to order at 9:36 a.m. Since last month we did not have a quorum, Brittan moved to approve minutes for both February & March 2016. Rollins seconded. Minutes were accepted.

Stuart moved to accept Cassie Sollars’ resignation from the board. Cunningham seconded. Unanimously accepted.

An open position on the executive committee for Treasurer stands. Current executive committee members Stephenson and Stuart nominated Ellen Brittan for the position. Stephenson moved to accept Brittan’s nomination. Lorenzen seconded. Unanimously accepted.

Another open position exists for a member-at-large for a 3 year term. Brittan and Howard are the current nominating committee for open positions. The VM board currently has 7 voting members. Stephenson suggested nominating a member with a financial background, as that is a skill currently lacking on the board. Brittan suggested nominating someone with a retail background. Also, three members will phase out in June: Sollars, Peirano, and Howard (who will be staying on). Meeker mentioned the board should consider how the position is “advertised,” or nominated from within the board. Meeker and Hill mentioned that as a tax-funded organization, the position needs to be announced publicly on the VM website and in the newspaper. Stuart suggested using the city’s committee application as a base for VM’s application; Knapp will work on the application with the city. Howard mentioned the upcoming open positions for board members leaving in June. Cunningham mentioned that open positions that are not at-large, in accordance with bylaws, need to be members for the tourism industry. Stephenson, Howard, and Brittan will work over the next 1-2 months to define VM’s processes and timelines for nominating.

Knapp, with Scott Greenstone, has developed a budget proposal for FY17. Greenstone was called in for the discussion. Goals of the budget plan are to aggressively pursue tourism promotion and to drive increased TLT without putting VM in financial jeopardy. 8 months of actual financial data exists of the current fiscal year 2016. $427,000 surplus is expected at the end of FY16, that will be carried into FY17. Revenue expected is $458,000. FY16 expenses are living within the previously expected TLT revenue.

We are budgeting revenue at $505,000 and expenses at about $750,000. A deficit of over $230,000 is expected. That still leaves a $200,000 amount to carry into FY18. Revenue is expected to be up 9% in FY17 (a conservative estimation). The board reviewed the Annual Budget Comparison document, comparing financial figures from estimated FY16 to budget FY17. The board is expected to understand the budget numbers and agree on the goals and reasoning behind an aggressive stance in FY17, then move to accept or reject the budget as proposed. Knapp will distribute Z-sheets to all board members after the meeting for more detailed review. Voting on budget will happen at next month’s board meeting. Brittan suggested a better understanding of what the “wind-down” amount needed would be so VM would be prepared with the appropriate amount in reserve if the DMO was discontinued. Knapp and Greenstone will complete that exercise over the next month. Overall the board was supportive of an aggressive spending direction, as long as spending is done wisely and is aligned with the board-approved goals and objectives for the organization.

Knapp reviewed suggested fiscal year 2017 goals and objectives. The board will review over the next month and will vote at next month’s meeting.

Knapp mentioned the Visitor Center that the Chamber of Commerce is currently running. The Chamber has asked for funding to help with staffing, updating, and overhead expenses. They also are looking to the VM board to decide how much longer they will be operating the Center. The budget they proposed for the next year is $22,680. Currently the Center is open 9-5 Mon-Fri. They are willing to operate the Center for up to 3 years. Hill suggested a combination of VM paying for increased staffing on the weekend, in addition to a volunteer who is passionate about McMinnville. Knapp suggested that if the board approves the funding of staff members, that VM requires them to collect data on visitors. Rollins suggested a limited time frame to test the Center traffic, such as 6 months. Stephenson suggested that Knapp tell the Chamber that we continue the conversation as the VM board is not ready to make a decision.

Knapp shared upcoming creative deliverables for the upcoming mini-guide and Wine Walk.

The meeting was adjourned at 12:32 p.m.