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~ Visit McMinnville Board Meeting ~

Date: Wednesday, Jan. 20, 2016
Location: Brittan Vineyards Tasting Room
Present: Ellen Brittan, Courtney Cunningham, Scott Hill, Emily Howard, Martha Meeker, Ty Rollins, Erin Stephenson, Cassie Sollars, Maria Stuart
Absent: Cindy Lorenzen, Carmen Peirano
Staff: Jeff Knapp, Executive Director
Guests: Krista McCallum and Raylinda Price from 237 Marketing; joined mid-meeting by observer Drew Millegan of J.W. Millegan, Inc.

Knapp called the meeting to order at 9:37 a.m.

After review of the December minutes, Brittan moved for approval with a second from Cunningham. Motion passed unanimously.

Greenstone Financial Services principal, Scott Greenstone, joined the board on speaker phone to review the second quarter financial statements. Key points covered:

- As of Dec. 31, 2015, Visit McMinnville showed a surplus of \$489,446 after expenses, and total current assets of \$496,762.
- Final TLT collections will be updated in February; Greenstone will adjust and restate financial position at that time.
- VM budgeted a 7 percent growth this fiscal year; so far we have exceeded that prediction.
- Meeker confirmed the city received \$11K that is being held under protest from third party intermediaries; the funds will be released in March.
- Greenstone closed by saying VM is in a solid, stable financial position, with strong systems in place.

Knapp reintroduced website contractor Krista McCallum, who asked for input from the board. Discussion followed with a couple of notable points:

- Lodging should have enhanced listings on the site.
- Others felt it would be helpful to show pricing for restaurants using dollar signs to indicate cost.
- McCallum indicated the site would be constantly updated and asked that feedback be relayed to Jeff and Kitri.

Knapp informed the board that Kitri McGuire has been hired as VM's marketing manager and will begin work Feb. 1. She comes to us with a broad background in public relations and communications, strategic planning, and marketing and brand management. She lives in Tigard currently, although her husband works at Linfield College so they may be looking to relocate.

McMinnville's Wine Trail promotion is set for Monday, May 9, 2016 (May is Oregon Wine Month). Targeted attendees are wine press writers and bloggers, general press and the tourism industry stakeholders. VM will underwrite bus transportation and possibly umbrellas. We will create press releases, collateral production, etc.

Other information from Knapp:

- IRC Data came back with lower bid; we will get a second bid from STAR report.
- Presentation to Noon Rotary by Knapp and Stephenson went very well; lots of interest and questions from the audience.
- Greenstone is looking for another local bookkeeper; Barbara Barks will stay on until one is found.
- TasteMac.com is now re-routed to Visit McMinnville's website
- VM community launch scheduled for Tuesday, Feb. 16, at 5:30 in the Grand Ballroom; business lunch will be the next day in the Thistle Room at Golden Valley Brewery. Luncheon reservations are limited to 40. Send list of suggested invitees to Jeff.
- March print ads appearing in 1859, Seattle Met, Portland Magazine; television commercials scheduled with Xfinity.
- Twitter, Youtube, and Instagram accounts are live.

The board suggested that a rack card be developed that could serve as a mini-guide for use by restaurants, wineries, tasting rooms, and other area attractions. Jeff will discuss with Kitri.

Board chair Erin Stephenson has appointed a Nominating Committee to review any board member vacancies that may come up in the next year. Committee members are Emily Howard and Ellen Brittan. So far, all current board members with expiring terms have indicated a willingness to continue serving.

Other discussions revolved around recruiting high end corporate meetings to McMinnville. The board also talked about IPNC here in McMinnville, and the February Oregon Chardonnay Celebration at The Allison in Newberg.

Knapp adjourned the meeting at 11:22 a.m.

Respectfully submitted,



Cassie Sollars, Treasurer
Acting Secretary