

**Visit McMinnville**  
**Board of Director's Meeting**  
**April 19, 2017**

**Board Attendees:** Erin Stephenson, Courtney Cunningham, Cindy Lorenzen, Jennifer Feero, Ellen Brittan, Emily Howard, Jeff Towery, Kellie Menke, Ty Rollins

**Absent:** Maria Stuart

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

**Guests:** Laura Davis, Nick Prelog (via phone), Scott Hill, Steve Rupp

Knapp called the meeting to order at 9:36am. Cunningham moved to approve the minutes from the March 15, 2017 meeting. Brittan seconded with a minor amendment in the 3<sup>rd</sup> paragraph. Minutes, with amendment, were approved unanimously. Knapp welcomed guests.

Knapp presented the Business Plan & Budget document. Comments were made by the group on edits and additions. Knapp and McGuire presented the marketing plan, targeted demographics, and strategy for Fiscal Year 2018. Brittan suggested research into airport advertising in Napa, and suggested targeting private pilots as a potentially lucrative demographic.

Knapp, Prelog (by phone), and Brittan presented the Fiscal Year 2018 budget. Brittan noted that the VM budget is based on a 4% projected TLT, but that VM hopes to reach a stretch goal of 7%, and if that is achieved, the board will need to decide how the extra income is used. Knapp noted that G&A numbers have lowered slightly since the budget was presented to the board at the March. Stephenson confirmed with the board that this budget plan is reflective of what the City of McMinnville has asked.

Mayor Hill suggested that we share the message more with citizens and the city, and would like to have a monthly "successes" sheet from VM to be able to share.

Discussion was had on summer events, including Cycle Oregon, Turkey Rama, etc. Mayor Hill suggested VM reaches out to the American Lung Association regarding their Reach the Beach event in May, and get the starting point to McMinnville rather than Amity.

Brittan talked through strategy of the presentation of employee compensation in the Business Plan document. She suggested moving appropriate employee benefit percentages and payroll taxes to the marketing budget, according to how each employee's compensation is coded (marketing or G&A).

Stephenson called a board vote on the presented Goals & Objectives with recorded changes. Brittan moved to approve, with noted amendments. Feero seconded. Fiscal Year Goals & Objectives, with recorded amendments, were passed unanimously.

Discussion was had on the presented Budget document. Stephenson called for a board vote on the presented Budget. Rollins moved to approve. Brittan seconded. The presented Fiscal Year 2018 Budget was passed unanimously with no amendments.

McGuire gave a report on social media, web traffic and media relations. Twitter and Instagram continue to grow rapidly, and VM has already met goals on both platforms. Facebook is behind goal, but engagement on posts is up. McGuire explained some strategies she will employ to meet the yearly Facebook goal. Web traffic is up in March, and looks strong heading into April. SEO efforts are helping, as is the running Comcast/Xfinity advertising (on which click throughs are down, but ad delivery is still performing well at over 72,000 impressions in March). Media impressions are pacing ahead of goal, and VM hosted one writer in March.

Knapp gave an update on the Community Wayfinding Committee. He noted that the Committee did not receive funds from the Yamhill County Economic Development grants, and that he is looking into other options for fully funding the strategic plan with Sea Reach. Knapp noted that the Committee could move forward with current funding to achieve the base strategic plan (minus bonus options), but the VM board needs to approve release of their committed \$10,000 towards that truncated plan. Brittan moved move forward with VM funding towards the revised plan. Feero seconded. Motion was passed unanimously.

Knapp discussed potential TLT changes. Knapp has attempted to talk to Olde Stone Village but has not been able to reach anyone there. Discussion was held on the lodging tax environment within McMinnville and in nearby cities.

Knapp closed the meeting at 11:53am.

The next meeting will be the Wednesday, May 17, 2017 from 9:30am-11:30am.

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Minutes respectfully recorded and submitted by Kitri McGuire, Marketing Manager for Visit McMinnville.

#### **ACTION ITEMS**

- Develop internal marketing plan (sharing successes within the city and with community stakeholders).
- McGuire to develop a monthly "cheat sheet" for Mayor Hill with monthly successes.
- McGuire will send spending pie charts to Prelog.
- Knapp will move percentages of employee benefits and payroll taxes to the same 'bucket' as the associated employee's compensation.