

Visit McMinnville
Board of Director's Meeting
August 17, 2016

Board Attendees: Erin Stephenson, Emily Howard, Martha Meeker, Ellen Brittan, Jennifer Feero, Courtney Cunningham, Cindy Lorenzen, Maria Stuart, Ty Rollins

Absent: Scott Hill, Carmen Peirano

Staff Attendees: Jeff Knapp & Kitri McGuire

Guests: Steven Rupp, Yuki Tanaka, Scott Greenstone via phone, Anne Whitsil

Knapp called the meeting to order at 9:37.

Brittan moved to approve minutes from July's meeting. Cunningham seconded. Minutes were approved unanimously.

Knapp reviewed financials. VM is up approximately 10% over last year's TLT collections. Meeker discovered a \$36,000 windfall due to a change in accounting style from calculating gross vs. net. Scott Greenstone was called in to discuss financials further. Documents reviewed included budget to actual, P&L revised to include end of FY16, and Greenstone's monthly statement for July. FY16 finished 11% over budget, which was an improvement over the expected 7%. However, the 11% growth does include the additional \$36k windfall. Brittan suggested we back out the \$36k to get a true growth percentage.

VM finished the year with a surplus of \$259,000 gross/\$231,000 net. Greenstone noted that FY16 budget included earnings from 2 years' worth of collections.

Greenstone reviewed July's monthly report. Personnel expenses were on budget. Sales & Marketing expenses were under budget, due to timing of ad buys. Overhead expenses were over budget, due to professional fees (all other categories in this section were under budget); this was due to a miscode of several invoices that should have been coded to June 2016. Brittan asked about incentive pay; Greenstone mentioned it would be accounted for in the June 2017 budget, as it is in line with the year-end revenues.

McGuire reviewed website, PR, and social media. Social media growth and PR impressions are on par with yearly goals. Website traffic is below goal, due in part to several web issues that have since been resolved. VM hosted 4 writers in McMinnville during July.

Yuki Tanaka discussed Visit McMinnville's upcoming digital media plan with MNI.

Stephenson spoke with Jeb Bladine and Rob Stephenson on creating a town wayfinding committee. This committee would be in charge of developing a plan for wayfinding, then would present recommendations for VM to hire a grant writer and manage creative design. Timeline for applying to Travel Oregon matching grants is April 2017, which means forming the committee will need to happen

soon, preferably with a first meeting in October. Meeker presented options for committee presence, including existing under the city, MDA, VM or other. Brittan moved that VM forms and ad-hoc sub-committee focused on wayfinding. Stuart seconded. Rupp asked if the sub-committee would be made up of VM board members only. The board agreed that no, the goal would be to have participants from various public and private groups. VM's participation will supporting the beginning of the committee, funding grant writing, and project managing creative direction. Howard clarified the objective of the committee is to provide a recommendation for wayfinding type and placement in the city of McMinnville to the VM board. The amended motion was approved unanimously.

Meeker discussed public art in the city of McMinnville and the new arts committee. Knapp will be participating as a committee member.

Knapp mentioned the new Chamber director, who will be starting in approximately one month. Knapp has been working together with Jody with MEDP and Rebecca with MDA to welcome her and lay the foundation for a good future working relationship.

Blue Chalk's final :90s video is in edit.

Knapp discussed the early stages of VM's financial practices audit with Bernards and Associates.

Sionnie Lafollette will be an in-community resident photographer for 3 weeks, starting 8/18. She will be delivering 10 stylized shoots as well as ad-hoc community shots.

Knapp mentioned that VM has officially partnered with Oregon Truffle Festival in January to bring events during the festival to town, as well as put McMinnville in the name of the event and provide complimentary transportation for people staying at McMinnville lodging. VM's commitment is \$5,000 for event partnership, as well as the cost of underwriting transportation.

Knapp mentioned VM is now a member of ORLA (Oregon Restaurant and Lodging Association).

Discussion was had on VM's interest on partnering with WVWA on upcoming event sponsorship for Pinot in the City and/or the Barrel Auction. VM has had discussions with Emily Nelson of WVWA and has a meeting planned with Erica Landon of the WVWA marketing committee.

Low and Off season advertising buys will run starting Sept 1 using existing creative assets. In October new Fall/Winter-specific creative will be swapped into the ad buy, crafted by Portland creative agency Factory North.

VM's involvement with the MEDP intern program McMinnville WORKS has wrapped up. Geneva Garcia was a great addition to VM, and delivered 10 social media videos, about 20 cinemagraphs and about 50 still photos. Knapp shared 4 of the videos Geneva created.

The VM Survey Ambassador program is still going. VM is looking to fill an additional part time position.

Meeting was adjourned at 11:42.