

**Visit McMinnville**  
**Board of Director's Meeting**  
**August 16, 2017**

**Board Attendees:** Erin Stephenson, Ellen Brittan, Jen Feero, Courtney Cunningham, Cindy Lorenzen, Kellie Menke, Jeff Towery, Dani Chisholm, Maria Stuart

**Absent:** Emily Howard

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

**Guests:** Nick Prelog, Scott Hill, Laura Davis, Steve Rupp, Charles Johnson (by phone)

Knapp called the meeting to order at 9:34am. Knapp reviewed the minutes from July meeting. Cunningham moved to approve the minutes. Brittan seconded. Minutes were unanimously accepted.

Prelog presented financial documents: yearly P&L v. actual, P&L for June (not yet closed), and a cash flow forecast. Prelog noted when Michelle returns from vacation, they will work together to develop the final fiscal year-end reports for the City. Knapp noted that the City is supposed to be sending over the amount and check from Apr-June this week.

Knapp reviewed overages in the financials, and potential big expenditures that will hit in the coming months. Final year end financials will be reviewed next meeting. Brittan moved to approve the June financials. Lorenzen seconded. Financials were approved unanimously.

McGuire reviewed a year end report of marketing efforts, including digital advertising, traditional advertising, media relations, website, and social media.

McGuire reviewed July 2017 efforts, which was a stellar month for earned media impressions due to eclipse coverage, the Third n Tasty restaurant announcement, and a *Food & Wine* magazine piece on McMinnville. Website hits for the month are over goal, and social media follower growth is on pace for Twitter and Instagram and slightly behind for Facebook. McGuire went over notable PR guests in July and upcoming guests in August.

Knapp introduced Johnson Consulting, the chosen consulting group that will execute a group sales feasibility study for McMinnville. Scheduled completion is in December 2017. Knapp called in Charles Johnson and team to discuss the project and their methodology. After project kickoff, Johnson will come to our community for several days to do field research, meeting planning surveys, and interviews with key stakeholders to discover our community's missed opportunities.

Johnson said by early next week they'll send over some potential kickoff dates, target meeting lists, and a data request. After field work, there will be approximately 5 weeks of work on their end, culminating in an in-market workshop. Following that, they'll develop the final deliverable. The total timeline will take 10-12 weeks. After the board asked questions, the call with Johnson was ended.

Knapp updated the group on community wayfinding. A community meeting was held to gather input on wayfinding at the Civic Hall at which 40 people gave input. A digital survey was also created that has 94 responses so far. Knapp has inroads to funding for the small remainder of funds.

Knapp discussed the OTIS database integration with the Visit McMinnville website, and the grant submission VM made to Travel Oregon to support costs. After negotiations and additional monies promised from the Travel Oregon Integrated Marketing team, the estimated total cost for the project will be about \$34,000, with Visit McMinnville paying approx. \$2,500 towards that cost. We will know in early September if we receive the grant. The resulting integration project would be completed in December/January, and would allow site visitors to sort/filter to build a personalized travel experience.

Knapp noted we've purchased a year contract for a billboard in Dundee. He also noted the bypass will open in December. Menke and Hill informed the board there is a soft opening with public officials on Saturday, Sept. 23 at 10am.

McGuire updated the group on an application VM made to Travel Oregon's Wine Country License Plate grant funds to support advertising efforts for a Wine Walk Month in February 2018. We should hear back on that in early October.

McGuire updated the group on our meeting with WVVA and alignment with the new director, Morgen McLaughlin. VM informed her of our key messages, and their organization is in alignment with travel and tourism. She will present at an upcoming board meeting.

Knapp sent a letter yesterday to the WVVA board to officially request a board seat.

Knapp updated the board that VM will not be supporting the Oregon Truffle Festival monetarily in 2018, due to several factors that don't align with our marketing efforts.

Hill updated the board on the status of Evergreen business operations. Hill noted as well that Organic Valley made a strong showing in the community at an opening event last weekend.

Knapp noted that MEDP has moved locations. They are exploring a new model and seeking investors.

Menke informed the board about the creation of a taskforce related to vagrancy and public safety. The City is forming the committee now and they will meet regularly to thoughtfully collect data, share information, and develop a long term plan as well as immediate action items.

Knapp informed the board there's strong potential that the county may put a lodging tax in place to support county-wide tourism.

Knapp informed the board the regularly scheduled board meeting in December will be held the second week in December instead of the third (which falls on the Christmas holiday week). In January, the day regularly scheduled for our board meeting will be reserved for a facilitated strategic planning meeting.

Knapp closed the meeting at 11:51 am. The next meeting will be the Wednesday, September 20, 2017 from 9:30am-11:30am.

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