

Visit McMinnville
Board of Director's Meeting
December 14, 2016

Board Attendees: Erin Stephenson, Maria Stuart, Scott Hill, Courtney Cunningham, Cindy Lorenzen, Jennifer Feero, Ellen Brittan

Absent: Carmen Peirano, Emily Howard, Ty Rollins, Candace Haines

Staff Attendees: Jeff Knapp & Kitri McGuire

Guests: Kellie Menke, Steven Rupp

Knapp called the meeting to order at 9:35am.

Brittan moved to approve the minutes from the November 16, 2016 meeting. Cunningham seconded. Motion passed unanimously.

Knapp reviewed the financial report. Currently VM is about \$24k over budget in spending due to how cash flows from the city, reported in last month's meeting. Compensation reporting will now be reported monthly, rather than at the end of the fiscal year.

Knapp reported that VM received approval for a line of credit up to \$120,000 through KeyBank. Knapp will be meeting with the ExCom to build a financial policy for how that line of credit is used. Stephenson noted that throughout all financial decisions, VM is consulting our contract with the City.

McGuire reviewed the Web, PR, and social media report. Social media engagement, likes and followers are on track to meet VM's yearly goals. Website traffic is trending downward because paid marketing efforts have paused. Earned media impressions are on track to hit our 1,000,000 goal for the year. In January, VM is bringing several writers to town, and more will be hosted by other organizations like Travel Oregon for the Oregon Truffle Festival.

Knapp reviewed an updated employee policy document, which includes health benefits, a PTO policy, and employee evaluations. Employee evaluations will take place annually in January each year.

Brittan suggested the following corrections: PTO should be spelled out in all places, remove Paid Sick Leave, remove all mentions of disability leave, suggested adding "months" to the PTO accrual list, change MLK to Martin Luther King, Jr., change all mention of Health Insurance and Medical Benefits to Insurance Benefits, add a numbering system to changes, description of benefits correspond to list in summary.

Stuart moved to vote on the policies with the aforementioned corrections. Brittan seconded. Hill noted that these policies are in line with the private sector. Policies with corrections were voted on and unanimously approved.

Knapp discussed VM's banking. Currently banking is done with Citizen's, First Federal, and KeyBank. Hill noted that we should continue to bank our reserve funds with whichever bank has the highest interest rate. Knapp suggested moving the reserve funds at Citizen's to First Federal, where VM's day to day accounts are, to consolidate from three banks to two. Brittan moved that VM move funds at First Federal to Citizen's, if they approve the line of credit. Lorenzen seconded. Motion passed unanimously.

Knapp called Mike Simone from RRC to review the visitor's survey data from the summer. 665 interviews were collected. Additional lodging/occupancy data was purchased to supplement the findings. Simone noted that the findings conclude that in the high season (May-October) McMinnville does not have enough rooms to support demand. He noted that visitors tend to be slightly older and more affluent than other similar destinations, and that first time visitors are more common (typical for new DMO cities). He noted that the data supports that people stop in McMinnville as part of a larger tour of the area (the Coast, Portland, etc.). Simone suggested using an economic impact model and watching the expenditures per person for their trip, which currently averages \$154.

A commonly noted suggestion in open ended questions was for increased wayfinding, maps, signage, and information on events and other activities going on. Increased transportation to wineries and attractions, as well as traffic between Portland and McMinnville, should get attention. Knapp will follow up with Simone to get specific data details on questions various members of the board had, in time for the board retreat. Cost of the survey was roughly \$18,000, plus roughly \$3,000 for ambassadors. Stephenson noted that the board will need to decide how often to complete these types of surveys.

Knapp gave an update on the McMinnville Wayfinding Committee. On December 13, a meeting was held at the Civic Hall to present community leaders with the Committee's mission and intentions. Knapp asked the board to consider a \$10,000 contribution towards the \$34,000 needed to secure Sea Reach of Sheridan and create a strategic plan.

Stephenson noted there is community need for a brand for McMinnville, and that the VM board will need to consider how VM is involved in developing a brand for the city. Hill noted that MURAC has committed \$8,000, and the transportation board has committed \$8,000. With a potential \$10,000 from Visit McMinnville, the Wayfinding Committee would be up to \$26,000 for the \$34,000 needed.

Knapp reviewed how the travel industry infrastructure in Oregon works, including Travel Oregon, RDMOs (which for VM's region is Willamette Valley Visitor's Association) and regional organizations (which for VM is Travel Yamhill Valley).

The Board Retreat will be held at Linfield College, from 9am-5pm on Monday, January 9, 2017. Brittan suggested having a presentation on wayfinding from Heather Richards and Susan Jurasz of Sea Reach during the meeting to fully inform the board.

Knapp closed the meeting at 11:47am.

Next meeting will be the Board Retreat on Monday, January 9, 2017 from 9am-5pm.

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