

Visit McMinnville
Board of Director's Meeting
February 15, 2017

Board Attendees: Erin Stephenson, Maria Stuart, Scott Hill, Courtney Cunningham, Cindy Lorenzen, Jennifer Feero, Ty Rollins, Ellen Brittan, Kellie Menke, Emily Howard

Absent: none

Staff Attendees: Jeff Knapp & Kitri McGuire

Guests: Nick Prelog, Randy Harrington, Steve Rupp, Lea Turner-Betts, Laura Davis

Knapp called the meeting to order at 9:35am. The Board and guests introduced themselves.

Cunningham moved to approve the minutes from January's board meeting. Menke seconded. Minutes were passed unanimously.

Turner-Betts with the Falls Event Center encouraged the board members to tour their new event spaces in the Space Museum (nearly complete) and the Lodge, and to attend the upcoming grand opening on March 29. She mentioned Steve's Hotel should be ready by the end of 2018.

Rupp noted that at last night's city council meeting, it was voted that the Public Arts Commission will now be a committee of the MDA instead of the City.

Knapp introduced Nick Prelog and gave a brief overview of VM's current financial state. He noted that VM's TLT for Q4 is up 9.1%. Prelog gave an overview of the financial documents. He outlined current cash flow and outstanding liabilities. Prelog noted that as the budget uses an accrual of income, he is planning to estimate income in order to compare potential income v. budget each month. Prelog outlined current cash flow. Prelog noted expected dates that VM should expect to receive checks from the City, the next of which will arrive in May. Based on expected income, Prelog outlined what VM will need to do to pay off their line of credit, and build up their reserve.

Brittan and Stephenson outlined options for the board to consider about how the board wants to operate financially with the current depletion of the reserve funds. Hill noted that the City's priority is to have the reserve built up. The board concluded it will prioritize building the reserve back up to \$75,000 over time. Meanwhile, if timing issues emerge with expenses, VM will dip into the line of credit. After the total \$75,000 has been achieved, the city would approve dipping into reserve for very short term needs over using the line of credit.

Prelog noted certain ways of working moving forward, that VM will move from Greenstone's spreadsheet to accounting for everything in QuickBooks. Brittan also noted moving forward VM should have a more conservative estimate of income.

Knapp noted he and Prelog are working on the budget. The intent is that Knapp will present the budget to ExCom and the board in March, voting would occur in April, and then he will present the board-approved budget and business plan to the City Council in May.

Hill noted the new city manager, Jeff Towery, started today.

Knapp noted he and McGuire attended the Oregon Tourism Commission meeting and saw their budgeting process for the state. They operate on a two year cycle, and watch numbers as they come in and adjust budgets as they go. For example, they had expected a 7% growth, but after watching growth, they were adjusting to a 5% growth and moving budget numbers accordingly.

Brittan noted the board would like to see financials in a YTD actual v. YTD budget format, and that she would like to see numbers represented graphically. Prelog said with QuickBooks both those requests can be done.

Knapp noted currently, VM has trimmed spending to only the most effective and important efforts, the main effort is VM's current Comcast media buy, and that VM is also investing in targeted social media advertising and Google AdWords.

McGuire gave a report on social media, website traffic, and PR efforts. Twitter and Instagram have met their goals for the year already; Facebook is right on track. Website traffic is lower than the yearly goal, but still achieving over 6,000 unique visitors per month (this number bumped up slightly at the end of January due to our Comcast marketing efforts). VM hosted several PR guests in January, two during Oregon Truffle Festival (1859 and Vice.com) and one shortly after (Forbes.com).

Knapp gave a report on the status of the Wayfinding Committee. The Committee needs only \$8,000 to complete funding for the strategic plan. Knapp will be presenting the Wayfinding mission and plan to County Commissioners next week, and the Committee will be applying for a county grant.

Knapp asked the board who should sign the agreement with Sea Reach. Stephenson noted she feels VM should be the contract signer, but that the City Planning Department should be the "owners" of the full project and that Visit McMinnville would pass off the project to them after the strategic plan is completed. VM would be "on the hook" for the funding of the strategic plan if they sign, but VM would not sign until all funding was received (or, in the case of a potential grant from Yamhill County, have a letter of guarantee that VM will be a grant recipient). Hill noted he feels Wayfinding should be under the Planning Department eventually as well.

Knapp noted:

- Knapp and McGuire attended both the WVVA annual meeting and the Oregon Tourism Commission meetings.
- Knapp noted that it's likely that County Commissioners would approve a county-wide TLT to fund Travel Yamhill Valley. He also noted that if that passes, it is unlikely that any further TLT increases from VM would pass.
- Knapp noted that Travel Oregon had RDMO had an application process. All current RDMOs and interested parties had to apply and were screened by a special Travel Oregon committee. Finalists presented at the Commission meeting before Commission members. For the Willamette Valley region, finalists included WVVA and Oregon State University Extension Office.

For the seven RDMO regions, the Commission voted unanimously to reinstate the current RDMO to their positions (with the exception of Southern Oregon and the Coast regions, for whom they deferred their decisions). The RDMOs will be receiving nearly double their current funding, and will be responsible for submitting a 2-year budget and marketing plan for their regions.

Knapp closed the meeting at 11:05am.

The next meeting will be the Wednesday, March 15, 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

- Prelog will present financials in a YTD actual v. YTD budget format, and will be presented in a sheet as well as graphically.
- Knapp will move forward with Visit McMinnville being signers on the Wayfinding strategic plan agreement, dependent on full funding of the project.