

Visit McMinnville
Board of Director's Meeting
June 21, 2017

Board Attendees: Erin Stephenson, Ellen Brittan, Emily Howard, Jen Feero, Ty Rollins

Absent: Maria Stuart, Courtney Cunningham (Scott Cunningham attended as proxy), Cindy Lorenzen, Kellie Menke (Mayor Scott Hill attended as proxy), Jeff Towery

Staff Attendees: Jeff Knapp & Kitri McGuire

Guests: Nick Prelog (via phone), Scott Hill, Scott Cunningham, Laura Davis

Knapp called the meeting to order at 9:34am. The Board did not have enough members present at the time to reach quorum.

McGuire went through marketing efforts in May. Regarding social media, Twitter and Instagram have met and far exceeded their 100% growth goals; Facebook will not reach that same goal in FY2017 but is on track to reach 80% growth. Media relations impressions have exceeded the 1 million goal mark for FY2017, and VM is continuing to host key local, regional, national and international writers and editors. VisitMcMinnville.com visits are up, as expected during summer months. A discussion was had on SEO tactics. McGuire also covered efforts to support outdoor recreation and cycling (a new site page, city/citizen partnerships, etc.).

Knapp discussed BLM contacts and their efforts to improve the Nestucca River Recreation Area. VM sees this area as a potential resource for people in town who want outdoor recreation.

Knapp discussed TLT ordinance changes. The City Council voted unanimously to increase lodging tax 2% to a total of 10%. It will go into effect August 1, 2017, except for campgrounds/RV sites which will begin remitting tax January 1, 2018. The intention is VM will move forward with group sales efforts. Knapp recommends starting with a feasibility study to discover opportunities in our community. The study will likely cost \$36,000-\$40,000. Stephenson noted VM should make this budget change, along with approval of an amended budget with increased TLT revenue. Additional revenue will begin to be received in mid-November.

Knapp discussed the City's affordable housing task force and how vagrancy in the downtown area affects tourism. S. Cunningham spoke regarding the downtown situation on behalf of the MDA. Mayor Hill noted efforts on behalf of the City.

Rollins joined the meeting; quorum was reached. Brittan moved to approve the minutes from the May 17, 2017 Board of Directors meeting. Howard seconded. Motion was passed unanimously and minutes were approved.

Prelog was called in to discuss financials. Brittan noted that in April, VM was under budget on expenses, and continuing to trend under budget. Prelog reviewed the cash flow forecast. TLT revenues received

in May (collected from Jan-Mar) were \$67,265.55. Prelog noted currently VM is trending that at the end of June the organization will not have enough cash on hand. He noted a way to relieve this is to not make a payment against the line of credit. Knapp noted VM's budget, due to accounting style changes made midway through FY17, will be much more stable in FY18. Prelog estimates approximately \$29,000 additional revenue to arrive in November than expected (from Aug/Sept 2017 – 2/3 of Q1, when the raised tax rate takes effect). In total, Prelog expects \$72,000 additional revenue to be received during FY18.

Brittan recommended to not make a payment on the line of credit before the end of the fiscal year. The board concurred. The board was also in agreement on Brittan's recommendation to draw from the line in August if needed, then repay that draw later in August after receiving the check from the City for Q3. Knapp will follow up with Prelog on grant funding and projects and their effect on budget.

For YTD budget, \$339k against budget of \$324k; \$15k more than budgeted income. Expenses are on target (within \$500 YTD). Overall, VM is \$29k in the black YTD through April. Prelog left the meeting.

Rollins moved to accept the April financial statements. Howard seconded. Motion was passed unanimously.

The nominating committee noted that two applications were received for the open Board position. The committee recommended Dani Chisholm, current GM of McMenamins Hotel Oregon for the open position. Chisholm has restaurant and lodging experience, and brings a valuable connection to McMenamins. The nominating committee moved to extend an invitation to Dani Chisholm to join the board of Visit McMinnville. Rollins seconded. Motion was passed unanimously. The nominating committee will speak with Chisholm regarding the board's decision.

Knapp updated the committee on a variety of topics:

- Winter campaign, television campaign focus.
- OTIS database training & integration on VM website.
- Travel Oregon grants – VM will be submitting a grant for the TO database integration.
- Summer social campaign.
- Wayfinding committee progress.
- Bypass support.
- Producing a Linfield-Downtown map & a new Downtown/Granary city map.
- Producing Wine Walk banners for historic downtown.

Knapp closed the meeting at 11:55 am.

The next meeting will be the Wednesday, July 19, 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

- Knapp will follow up with Prelog on grant funding and projects and their effect on budget.
- The nominating committee will speak with Chisholm regarding the board's decision.