

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

Board Attendees: Erin Stephenson, Maria Stuart, Scott Hill (for Kellie Menke), Courtney Cunningham, Cindy Lorenzen, Jennifer Feero, Ellen Brittan, Emily Howard, Jeff Towery

Absent: Ty Rollins, Kellie Menke

Staff Attendees: Jeff Knapp & Kitri McGuire

Guests: Sunny Miller, Nick Prelog

Knapp called the meeting to order at 9:35am. Knapp welcomed guests and VM's newest board member, Jeff Towery.

The Board reviewed the minutes from the February 15, 2017 meeting. Stuart motioned to approve the minutes, Feero seconded. Motion passed unanimously. Date at top of minutes will be corrected.

Stephenson noted the executive committee recommends that VM begins reviewing financials 45 days after month end, not 15 days. Prelog noted 15 days is too tight of a turnaround to have accurate numbers that have also been sufficiently reviewed. Brittan and Stephenson noted that review at 45 days after month end is common on other boards. The board agreed unanimously to proceed with reviewing financials at 45 days.

Prelog proposed that in the future, he would report on a cash basis rather than on an accrual basis. He noted that he can easily present the other style for the city if needed. The board agreed unanimously to proceed with reporting on a cash flow basis. Brittan also suggested that on the monthly report, the board wants to see monthly and YTD numbers. Knapp confirmed this means that next month, the board will be re-reviewing February financials, in the new cash basis style.

Knapp began review and discussion on the proposed FY18 Goals and Objectives. He noted the goals are based on recently completed survey data and reflect the board's goals and direction to VM staff. He noted VM is budgeting a 4% TLT increase, with a stretch goal of 7%. Travel Oregon is budgeting 4.8%, which is a revised goal from their original 7% goal.

Towery noted that the city would like all the economic organizations to work together to build a community-wide economic development plan, and he would like to see that noted in the goals. Stephenson noted the city of Bend has done a good job of identifying industries the city wants to recruit. She suggested VM bring their expertise to the table and help use tourism as a potential business recruitment tool. The board was in agreement that VM should support the citywide goals. The board was also supportive of the goals and objectives as presented.

Brittan presented VM's proposed FY2018 budget. She noted the presented budget document is much simplified from last year's. The presented budget shows receipt of the quarterly TLT in the months VM

will be receiving it. The final page clearly shows VM's reserve funds and line of credit as well, to ensure it's simple to follow those two financial situations.

Brittan noted the executive committee's strategy is to aggressively build up the cash reserves back to \$75,000 over the course of FY2018. She also noted that what is not shown in the budget is the next two quarters in FY2019, when VM will have income from 2 new hotel properties and that that income could be used to then pay down the line of credit. Hill noted the city's support for this strategy, as it ensures the buildup of the reserves, while still keeping a focus the marketing purpose of VM. Towery noted the city will be adopting a similar, slightly conservative budget. Brittan noted that the board will have a finalized budget ready for board approval at April's meeting with an expected revenue of \$514,000, with \$40,000 income projected from grants. The board unanimously approved the overall budget strategies, assumptions, and 4% TLT growth.

McGuire reviewed website, PR and social media numbers. Website visitors have stayed consistent over the last several months. VM's Xfinity advertising is responsible for approximately 10% of February's unique visits. Mobile Facebook is sending the most site visits, about 40% of total visits. Twitter and Instagram have met their goal for the year and are continuing to grow; Facebook is tracking slightly behind goal. Earned media impressions are on track to meet the goal. February media guests included Ray Isle of *Food & Wine* magazine.

Knapp gave a brief update on the progress of the wayfinding committee, including submission of a grant application to Yamhill County. VM should be informed if this grant will be given by early April.

Knapp proposed the VM board consider changing the city ordinance to include RV parks, which would impact only Olde Stone Village currently. Based on their available slots and reflecting reasonable estimates on occupancy, Knapp estimates that VM could expect to receive roughly \$25,000 per year in TLT revenue from this change. Hill noted the exclusion from the ordinance was simply an oversight, and suggested VM reach out to Olde Stone Village to ensure positive communication.

Knapp also proposed an increase in citywide TLT. The increase would bring in additional funds that would enable a strategic group sales strategy to increase VM's ability to bring shoulder and off season traffic. Hill noted council would want to hear what other markets are doing, and what it would be used for. Towery suggested that VM bundle the two (TLT increase and RV addition) together.

Steps for the proposed ordinance change include Knapp speaking to Olde Stone Village, presenting to city council, city staff rewrites the ordinance, council approval, then it would go into effect in 30 days. Stephenson suggested reaching out to Bend area RV parks to get case studies.

Knapp presented the document drafted by Randy Harrington that summarizes VM's strategic planning. Brittan suggested this document summarizes VM's current foundation, and that next year's strategic planning in January 2018 include an aggressive 5 year plan. She also suggested that VM include broader city wide data in that meeting to inform a 5 year plan. Prelog suggested including a 5 year revenue/budget document that shows projected income and big proposed expenditures.

Knapp reviewed data from the city's citizen survey. Knapp is getting proposals from feasibility study partners. He noted Uber and Lyft are currently operating in the city. Knapp and McGuire discussed grant writing opportunities for upcoming projects.

Knapp closed the meeting at 11:35am.

The next meeting will be the Wednesday, April 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 add VM's participation in creation of a community-wide economic development plan to the FY2018 goals and objectives document.
- Knapp to establish communication with Olde Stone Village.
- Knapp to speak with Bend-area RV parks to hear their experiences with TLT and the benefits they've received from the Bend DMO.
- McGuire to add YTD goal tracking on web & PR sections of the marketing report.