

Visit McMinnville
Board of Director's Meeting
May 17, 2017

Board Attendees: Erin Stephenson, Maria Stuart, Courtney Cunningham, Ellen Brittan, Emily Howard, Jeff Towery, Ty Rollins, Cindy Lorenzen

Absent: Jennifer Feero (votes were sent in advance to board & staff), Kellie Menke (Mayor Scott Hill attended as proxy)

Staff Attendees: Jeff Knapp & Kitri McGuire

Guests: Dan Barton, Nick Prelog (via phone), Scott Hill, Steve Rupp

Knapp called the meeting to order at 9:34 am. Guest introductions were made.

Meeting minutes from April's board meeting were reviewed. Stuart motioned to approve minutes. Lorenzen seconded. Minutes from the April meeting were unanimously approved, with two noted corrections.

Financials were reviewed. Brittan and Knapp noted the new reporting style based on reviewing financials now on a cash basis rather than accrual.

Prelog was dialed in. He reiterated Brittan's comments on the new style of reporting. Prelog reviewed and explained a few of the standout anomalies in the financials to the board's satisfaction. Knapp noted that Visit McMinnville up 4% up in TLT revenue this year over last year. Brittan raised a question about accounting for collateral as it's used. The board agreed that they would rather account for collateral as it's paid for, rather than as it's used. This would cause spikes to appear in our spending, but would be more accurate and understandable for VM's new style of reporting. Prelog will change reporting in FY18 to reflect this new style. He will also look for other anomalies left over from the last style of accounting that we can update in the new fiscal year.

Rollins moved to approve the financials. Stuart seconded. Financials were approved unanimously.

Discussion was held on the value of occupancy data. Knapp reported on the lodging meeting held on May 4 and the discussion held with the attending lodging partners. Towery mentioned that the City is looking into electronic reporting for lodging partners. Stephenson encouraged Visit McMinnville staff members and board members to uplevel positive communications with lodging partners.

Knapp opened discussion on updated the TLT ordinance to include RV parks with <30 day lodging. Currently, this would only apply to Olde Stone Village. Knapp has emailed, called, sent a letter, and spoken with their manager about the upcoming change. The current ordinance was reviewed. Towery gave input on how to update the language so taxing language is inclusive of RV slips. Barton noted his approval for applying TLT to RV slips at Evergreen's campus in the future. It was agreed that dormitory

rooms continue to be excluded. Brittan moved that VM recommend to the City that the TLT ordinance be updated to include transient RV slips. Cunningham seconded. Motion was passed unanimously.

Knapp opened discussion on the City of McMinnville's TLT tax rate. Based on the opportunity for group sales and sporting events, Knapp proposed raising McMinnville's rate by 2% to a total of 10% to support those efforts. Knapp reported on conversations that he's had with the county commissioners; as it stands now, the commissioners are leaning towards a TLT tax county-wide in non-incorporated areas (not layered on top of existing city tax). Mayor Hill noted his support of the increase in TLT, especially since the increase would be focused on group sales efforts, an area the city has been deficient in in the past. Towery noted a potential timeline: if it was proposed to council at the next board meeting, the council could vote on June 13, and the tax would go into effect in early July.

Brittan moved to recommend to the city that TLT rates should be increased by 2%, from 8% to 10%. Howard seconded. Motion was passed unanimously.

Towery recommended that Visit McMinnville propose this approved motion to the Council at the same meeting where Knapp will be presenting VM's FY18 Plan, on May 23.

Knapp gave updates on current projects, including wayfinding, Yamhill County tourism, ORLA's lawsuit against the city of Bend regarding the usage of TLT funds, VM's research into companies to execute a feasibility study on group sales, and Knapp & McGuire's attendance at the Governor's Conference on tourism last week.

McGuire gave an update on marketing, including stats on VM's social media platforms and website. McGuire also gave a recap of VM's now-concluded Comcast & Xfinity :30 second TV and digital streaming spots that featured wintertime videography. VM received nearly 300,000 impressions, and 1060 website clicks. The ad ran for 3 months.

Discussion was opened on the nominating process for the open board position. Potential candidates were proposed. Knapp noted this will be a public process, with notices placed in the News-Register and on the VM website for 2 weeks.

Discussion was held on upcoming McMinnville community events.

Knapp closed the meeting at 11:36am.

The next meeting will be the Wednesday, June 21, 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 propose the two board approved recommendations for changes to the TLT ordinance at the May 23 City Council meeting.

- Knapp & McGuire will post the open board position for a 2 week time period on the VM website and in the *News-Register*.