

Visit McMinnville
Board of Director's Meeting
October 18, 2017

Board Attendees: Erin Stephenson, Emily Howard, Ellen Brittan, Jen Feero, Jeff Towery, Kellie Menke, Ty Rollins, Courtney Cunningham, Maria Stuart

Absent: Dani Chisholm, Cindy Lorenzen

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Laura Davis, Jennifer Nice, Ben Perle, Scott Hill

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

The board reviewed the minutes from the September 20, 2017 meeting. Cunningham moved to approve the minutes. Rollins seconded. Brittan abstained. Minutes were passed unanimously, minus one abstention.

Knapp and Brittan reviewed financials, starting with the balance sheet. VM currently has \$129,000 cash on hand; total cash plus assets are \$293,000. The current line of credit stands at \$75,000. A \$5,000 payment was made in September. Brittan reviewed cash projections (incoming and outgoing) for September. VM received an additional TLT check from the city of \$7,887. Another TLT check is expected in mid-November, estimated at \$203,000. With payments to the line of credit and adding to the available cash, it's expected VM will have approximately \$100,000 in cash in hand at the end of November. Brittan noted VM is tracking under expected marketing expenses; this is due to timing and it will catch up in coming months when bills for creative and advertising are paid.

Howard moved to accept the financials as presented. Feero seconded. The financials were approved unanimously.

McGuire presented a Media Relations, Social Media, and Website report. In September VM hosted a large group of national writers and bloggers who were in the area for the FEAST food festival. Upcoming media guests will include several attendees from the Society of American Travel Writers conference in Portland, and Rachel Signer, a nationally known freelancer and founder of Terre Magazine. Social media engagement and website unique visits tracked slightly under projections in September, but are already looking back on track for October.

McGuire noted that Pinterest continues to send a large percentage of website visits per month – in October, it was tracking the highest of all VM social platforms – and these visitors stay longer on the site and visit more pages. McGuire will invest time to manage this outlet better by uploading additional photos, and will be reporting on engagement in the monthly marketing reports moving forward.

Knapp and McGuire reviewed current marketing efforts including creative options for billboards, a new town map, and creative for upcoming Taste McMinnville Month in February 2018.

Knapp suggested creating a new public art and gallery map. He suggested moving \$5,000 from the visitor development fund to cover design and production. Brittan moved to support the creation of this piece. Howard seconded. Brittan moved to move the \$5,000 from the VDF to support the piece. Cunningham seconded. Both motions were unanimously approved.

McGuire reviewed VM's recently awarded grants, which included:

- \$20,000 from the Travel Oregon Small Grants Program to integrate a new database and improve search, sort and filter capabilities on VisitMcMinnville.com.
- \$7,500 from the Travel Oregon Integrated Marketing team to support the project above.
- \$7,500 from the Travel Oregon Wine Country License Plate Program to support advertising efforts for Taste McMinnville Month.

McGuire reviewed the current status of the OTIS database project and potential future phases.

Knapp updated the board on the Community Wayfinding Committee. He noted that the Committee nearly has full funding of the project. Menke, Hill, and Stuart discussed the design. Knapp will inform the board of the next wayfinding meeting.

Knapp discussed developing a comprehensive Visit McMinnville brand in the coming year, including a full branding exercise, and development of a color palate, fonts, logo, etc. Knapp suggested more discussion at the strategic planning meeting in January.

The city's planning commission is holding a meeting on vacation rental density in the community. Knapp communicated to the board that VM will not take a position on this topic; VM as an entity will provide data as needed and will support the city's decision with our efforts toward marketing and economic development.

The city is kicking off a study of vacation rentals in the community. The city is collecting data and working to identify all rental properties. This is driven by the city's need for accurate occupancy data and because there are rentals flying under the radar. Knapp noted that not all properties are submitting occupancy data, which skews our numbers. Knapp is meeting with the GMs of all major hotels to establish relationships and express the importance of submitting data. Knapp is considering purchasing STR data. Rollins offered STR data as well. Towery noted the city is looking at applications and platforms that will allow properties in McMinnville to digitally submit data.

Knapp reviewed county-wide tourism and noted Travel Yamhill County has officially disbanded. He noted the director of Global Sales at TO has moved to be the new organizational lead for the RCTP program. Brittan suggested inviting her to speak to our board.

The McMinnville Film Festival and Linfield's Family Weekend is this weekend.

Knapp noted that Rebecca Quandt of the MDA has put in her notice. Knapp is on the search committee to identify and hire a new Executive Director.

Knapp noted that Dan Barton has left The Falls Event Center. Hill noted that Colleen Downs will be filling in some of the duties. Knapp noted that he has connected The Falls and Chemeketa with Johnson Consulting to add to our data gathering for the feasibility study.

Knapp closed the meeting at 11:28 am. The next meeting will be the Wednesday, November 15, 2017 from 9:30am-11:30am.

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