

Visit McMinnville

Board of Directors Meeting April 21, 2021

Board Attendees: Erin Stephenson, Jeff Towery, Courtney Cunningham, Ty Rollins, Cindy Lorenzen, Jen Feero, Emily Howard

Absent: Dani Chisholm, Ellen Brittan, Kellie Menke, Maria Stuart

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill

Knapp called the meeting to order at 3:07pm.

Knapp reviewed the financial documents. The balance sheet for February 2021 reflects the larger-than-expected revenue in the quarterly check. VM also received \$44,000 in PPP funds in February. At the end of February, VM held ~\$190,000 in checking, \$75,000 in savings, and \$0 on the line of credit; VM is over the revised budget in revenue and under about \$25,000 in advertising as the team waits for the right moment to deploy those funds.

Knapp stated the budget for the check in May is \$129,000 (a decrease of 40% from May 2019), but he expects it to come in a bit higher. VM expects to carry over about \$27,000 to the next fiscal year, and at the start of FY22, he expects to have the full \$120,000 in savings that is expected by the City, and to continue to have \$0 on the line of credit. Knapp noted VM is kicking off new campaign planning and creative work, and to expect the costs for those to hit before the end of this fiscal year.

Stephenson noted that Brittan & Stuart had reviewed the financials and had approved them as well. Lorenzen moved to accept the financial documents as presented. Cunningham seconded. Financial documents were accepted unanimously, with two proxy 'aye' votes from Brittan and Stuart.

Knapp reviewed the minutes from the March 2021 Board of Directors meeting. Rollins moved to approve. Feero seconded. Minutes from the March meeting with approved unanimously, with two proxy 'aye' votes from Brittan and Stuart.

Knapp reviewed VM's goals and objectives, a TLT comparison and projection, and a projected budget for Fiscal Year 2022 – the same documents he had presented at the March meeting.

Hill noted how much he appreciates VM's thoughtful, strategic approach and nimble nature.

Stephenson commented that McMinnville should have 1-2 new small lodging properties by the end of 2021, which should result in more funding for the City and VM. She noted that if VM's income is 10% higher than budgeted, then VM would present a revised financial plan to the City. Cunningham noted

she is in full support, and moved to approve the plan as presented. Lorenzen seconded. VM's plan for FY22 was unanimously approved as presented, with two proxy 'aye' votes from Brittan and Stuart.

McGuire reviewed the marketing report for March 2021. Currently VM is marketing "full funnel" – ads are running on billboards, radio, social, digital, and print – but not to the full extent of budget. VM is still waiting a bit for new campaign creative and a lower county risk level, and will use those saved funds to increase targeted advertising spend in greater Oregon and Seattle.

Knapp updated the Board of Directors on the following:

- **Railroad beautification project and mural** – in progress with the McMinnville Public Art Committee.
- **City brand refresh** – will have the final product ready to show the Board at the next meeting, with Towery's input and approval.
- **Bike repair stations** – two stations will be installed within the next few weeks at the library and in the Granary district. Each station will have marketing info on it.
- **Farm Loop map** – McGuire is working with agritourism partners on a Yamhill County Farm Loop map; still in progress.
- **Campaign refresh** – VM is working on a refresh of the "Land of Plenty" campaign, utilizing some owned & some new assets, and presenting them with a post-COVID tone & messaging.
- **Visitor economy infographic handout & presentation** – VM is creating presentation materials on the wide benefits of supporting the visitor economy; will be presented in the next month to the City and then service clubs.
- **Oregon Tourism Leadership Academy** – McGuire has been accepted to the one-year OTLA, which is run through the Oregon Restaurant & Lodging Association. Meets quarterly around the state and advances tourism knowledge.
- **2022 Oregon State Firefighters Conference** – will be held in McMinnville April 2022. VM team is touring their leadership around the town next week.
- **Oregon Wine Country License Plate Funds** – conversations, strategy & planning are happening around a revision of how these funds are spent.
- **Sidewalk art** – VM will be cleaning off last year's 'This is 6 Feet' and sidewalk wayfinding, and re-doing it for a great experience downtown this summer.
- **Downtown planning** – Knapp is working with the Economic Vitality Leadership Committee to develop a comprehensive plan for downtown revitalization. Hill noted that Rep. Noble has submitted a request to the Oregon State Ways & Means for \$500,000, which would bring the City to 30% of what's needed and qualify McMinnville for federal funding.
- **MEDP** – Scott Cooper has stepped down as the Executive Director of MEDP. Knapp noted there is a lot of opportunity to make a great hire for McMinnville and he is working with the MEDP Board and MIP to help.

Cunningham noted the #1 way to support local businesses is through workforce development.

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The meeting was adjourned at 4:15pm.

The next meeting will be held on May 19, 2021 at 3:00pm via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.