

Visit McMinnville

Meeting of the Board of Directors
April 20th, 2022

Present: Stephenson, Brittan, Cunningham, Feero, Macy-Baker, Gilchrist, Drabkin, Lorenzen, Howard, Towery

Absent: Chisholm

Guests: Rupp, Hill, Finnegan the Dog

Staff: Knapp, McGuire

1. Call to Order

Knapp called the meeting to order at 9:40am. He noted that VM will be presenting the annual budget and business plan to the City Council on May 10. Gilchrist was recognized for her outstanding snacks.

2. Review of Minutes

The Board reviewed the minutes from the meeting held March 30, 2022. Lorenzen moved to accept the minutes as presented. Feero seconded. The minutes from March 30, 2022 were unanimously accepted as presented.

3. Executive Committee

a. Board Seat Vacancy Discussion

i. Next Steps: Courtney

ii. Reestablishing Nominating Committee

Stephenson noted that the Committee needs to be stood up again. Stephenson will reach out to previous members. Goal is to get a new Board member with financial experience in place by July 1, 2022.

iii. Timeline

Cunningham is reviewing/revising VM's previously written Board job descriptions and will send them out to the Board in the next week.

b. Presentation of Revised Vision Mission Values

i. Next Steps

Stephenson presented the proposed Vision, Mission, and Values Statements to the Board. This latest version was crafted from input from the Board at the March 30, 2022. Feero & Finnegan moved to approved the VMV as presented. Cunningham seconded. VMV were unanimously approved as presented.

c. DEI Work Plan

i. Update: Courtney

ii. Next Steps

Cunningham spoke with Christine Bader regarding the City's DEI committee progress on crafting DEI statements and ideas on training for the Board. Bader is providing resources/tools for our Board.

4. Recommendation on Organizational Title Changes & Job Descriptions

Knapp presented the proposed updated job titles and job descriptions for current staff and a new staff position. Drabkin suggested including personnel costs v. revenue. Towery supported this. Staff will add slides to the presentation to the Council to better explain/forecast personnel costs. Brittan suggested also adding information on other staff community involvement (boards, etc.). Brittan also noted that the title changes are in line with OWB/OWA and other quasi governmental agencies. Howard moved to accept the new position and titles. Lorenzen seconded. Board voted unanimously to approve.

5. Finance

a. Review Monthly Financials

Brittan reviewed financial documents for the period ending February 28, 2022. Running slightly ahead of budget due to increases in revenue. Staff has conservatively increased marketing spending to reflect the extra income. In the forecast, Brittan noted that VM will move into FY23 with \$120,000 in the bank, \$120,000 in reserves, and \$0 on the line of credit. Cunningham moved to accept the financials as presented. Macy-Baker seconded. The financial documents were unanimously approved as presented.

b. Proposed FY23 Budget & Plan

Knapp presented the FY 23 Budget & Plan. Viewing the budget as a reflection of the business plan. Primarily working in Marketing/Communications and Development spaces. Brittan confirmed that the numbers in the forecast line up with project plans. Lorenzen moved to approve the FY 23 Budget & Plan as presented. Cunningham seconded. The Board unanimously approved as presented.

6. Marketing Update

McGuire presented the latest marketing, advertising, media, and communications efforts, and reviewed the annual flow of dollars and efforts to best support visitation through the low season. Two cycling influencers, Marley Blonsky and Molly Sugar, have been to McMinnville and will be posting about their visits (VM will be boosting their content to targeted audiences) in late April. PR pitches on a variety of topics are underway to writers and editors with local, regional, and national reach.

7. Old Business

a. CRUSH Publication

Knapp noted the goals for CRUSH to support "positive propaganda"

for arts, culture, and more in our community for locals and visitors. Corff presented distribution and content for the publication.

b. FEAST

Knapp updated the Board on conversations with the FEAST event team, including chef selections, locations, and goals. The event will take place in various locations around McMinnville September 15-16.

c. Governor's Conference on Tourism

Knapp reviewed the annual conference and VM's leadership role in change for the tourism and hospitality industry. Knapp accepted a Governor's Award for Leadership in the workforce space.

d. Workforce

Knapp is continuing to work with organizations across the state to further issues related to hospitality workforce.

e. Oregon 22

Oregon will be hosting the largest sporting event in Oregon's history, July 15-24 in Eugene. The first time the World Track and Field Championships has been held in the US. McMinnville will be hosting either the French or Swedish team.

f. MEVLC Updates

Items 7f-8d HELD due to time

g. Destination Development Project + Quarry Park

8. New Business

a. McMinnville Pride Festival

b. The Ground + The Plant

c. Spring/summer influencer campaigns

d. Spring/summer new campaign production

9. Updates from Board

Mayor Hill updated the Board on his resignation.

10. Adjourn

11:35am.

Next meeting will be held Wednesday, May 18, 2022 at 9:30am.

Minutes recorded and respectfully submitted by Kitri McGuire.