

Visit McMinnville

Board of Directors Meeting August 18, 2021

Board Attendees: Kellie Menke, Jeff Towery, Courtney Cunningham, Cindy Lorenzen, Ellen Brittan, Erin Stephenson, Dani Chisholm, Emily Howard, Jen Feero

Absent: Maria Stuart, Ty Rollins

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Steve Rupp

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

Knapp reviewed the minutes from April, June, and July.

- APRIL 2021: Cunningham moved to approve minutes as presented. Chisholm seconded. Brittan abstained, as she was not present in April. Minutes from the April 2021 Board of Directors meeting were unanimously approved as presented, with 1 abstention.
- JUNE 2021: June's meeting did not have quorum, so the Board is unable to approve minutes. The minutes were accepted by present Board members as-is.
- JULY 2021: Minutes were not able to be approved this month, as a quorum of members present at this meeting were not in attendance in July. Approval was tabled for the September 2021 meeting.

Knapp reviewed financial documents ending June 30, 2021. Expenses were slightly under, income was slightly over – mostly due to timing. VM is in a solid financial position at the end of June. VM started FY22 with \$96,000 in the bank, \$120,000 full reserve, and a \$0 balance on the line of credit.

For Q2 2021, VM budgeted to be at 70% of 2019. Actual was 14% over 2019 income. VM is expecting to receive \$115,000 over expected income for Q2.

Feero motioned to accept the financial documents as presented. Cunningham seconded. Financial documents ending June 30, 2021 were accepted unanimously.

The Board held a discussion on how to handle the overage in funds from Q2. Towery suggested that due to the variability and the current pandemic situation, that VM not take the issue to the City Council this quarter and instead hold on to it in case of a dire situation. Kellie will report this to the Council. Jeff Knapp will send a final report to Kellie and the Board.

McGuire gave a report on advertising, media relations, and current marketing projects. July 2021 saw the most website visits for VM ever. Engagement on social media continues to stay strong. Advertising

efforts encouraging fall travel are kicking off the third week in August. VM is welcoming four regional and national media guests in August.

Knapp discussed the Economic Vitality Leadership Committee. The EVLC will be asking the Council for ARPA funding for the following plans: 3rd Street Improvement Project & McMinnville Innovation Center.

VM gave official notice to Little Green Pickle, the media relations agency of record, to end the ongoing agreement. The last day of service will be September 30, 2021. VM will be beginning a relationship with Weinstein PR, with Linea Gagliano (former head of PR for Travel Oregon) as the lead on the account, beginning October 1, 2021.

Mayor Hill suggested that Steve Scott from Evergreen Aviation & Space Museum should speak to the Board regarding the Evergreen strategic planning process. Knapp agreed, and said he would like up people to speak to the Board on a broad variety of topics.

Knapp gave the following updates:

- Current conversations happening around downtown development.
- Bistro Maison is for sale (\$2.1 million).
- The Mack Theater purchase is making progress.
- Travel Oregon is paying a consultant on our behalf to review Quarry Park and see if it would qualify for a feasibility study.
- An investment in data in partnership with Travel Oregon should happen within the month.
- McGuire's involvement with the Oregon Tourism Leadership Academy.
- Knapp has been asked to speak to ORLA representatives on principles of good partnerships with City officials.
- Data from the retail micro-grants should be available within the month.
- Knapp will be working with representatives from the International Air Show to improve flow to downtown and communications for next year.

Chisholm noted UFO Fest is moving ahead for September; no parade. Staffing the event is a challenge.

Board members reported that business continues to do well this summer. Retail and restaurants are both doing well, albeit with spotty, unpredictable growth. Tourism helps a lot, but the staffing shortage is a massive roadblock to success.

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The meeting was adjourned at 10:50am.

The next meeting will be held on September 15, 2021 at 9:30am via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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