

# Visit McMinnville

**Board of Directors Meeting  
Wednesday, August 17, 2022  
Brittan Vineyards Tasting Room**

**Present:** Brittan, Gilchrist, Cunningham, Stephenson, Lorenzen, Towery

**Absent:** Feero, Macy-Baker, Garvin, Chisholm

**Guests:** Rupp

**Staff:** Knapp, McGuire, McCollins

**1. Call to Order**

Knapp called the meeting to order at 9:35am. Lee McCollins, Marketing Director, was introduced to the Board.

**2. Review of Minutes**

Knapp reviewed the minutes from the May meeting. June's meeting was cancelled due to illness and July was cancelled due to absences. Quorum was not reached for the minutes; review/approval was tabled until the September meeting.

**3. Executive Committee**

**a. Recommendations on Board Seat Vacancy and Succession Planning**

Stephenson discussed Board seats, succession planning, and next steps on behalf of the Executive Committee. The Board thanked Emily Howard for her service, as she is the first original Board member to term off. The executive committee recommends that Teresa Smith join the VM board in a treasurer role. Ellen Brittan would step down as treasurer but finishing out her term in an ex officio capacity while continuing on as a member of executive committee in order to mentor Theresa. The committee also recommends that Hallie Whyte, Managing Director of Soter Vineyards, join the Board to fill Emily Howard's vacated seat.

The committee is also recommending an amendment to VM bylaws to create a chair emeritus role on the board to continue the training of future leaders. In January 2023 Erin would move into the emeritus role, Courtney would move into a chair role, and a board member would move into a vice chair role to train new leaders on the executive committee. Gilchrist moved to accept the two new board members. Cunningham seconded. By unanimous vote, Hallie Whyte and Teresa Smith were accepted as new members of the Board of Directors. The executive committee will return with proposed language for the bylaws change

to add a chair emeritus position. Brittan stepped down into an ex officio Board role.

Towery suggested the creation of a past presidents council. He also noted that he will be travelling a lot in the next year, and sought approval from the board members to assign a city staff proxy. The board expressed approval.

**b. DEI Work Plan**

**i. Update: Courtney**

Cunningham shared she is vetting resources for DEI training for the board. Targeting Jan 2023 for DEI training.

**4. Finance**

**a. Review Monthly Financials**

Knapp reviewed the financial documents. \$294k is currently in accounts, with a full reserve at \$120k. The line of credit is at a \$0 balance. Preliminary financials through end of year were shown; Brittan noted the numbers are preliminary and have not yet been reviewed by the CPA. Revenue received from FY 22 was \$1.1M. Spending in overhead was slightly over due to approved hire of Lee McCollins. Extra revenue received above projections was deployed in marketing and destination development projects as directed by the board. Lorenzen moved to accept the June financials as presented. Gilchrist seconded. The motion to accept the June financials as presented was passed unanimously.

**5. Marketing Update**

McGuire gave an update on current advertising spending, as well as efforts in media relations over the course of the summer, and the results of efforts with media attendees at IPNC. McGuire discussed the lead up and execution of a new creative campaign that will kick off with partners at Factory North and Thread (Portland agencies), as well as a new influencer campaign that will kick off in September. In July, visitmcminnville.com saw 37,000+ unique sessions, by far the most visitors in one month ever. McGuire has joined the Willamette Valley Visitors' Association Board of Directors.

**6. Old Business**

**a. VM + Stewardship/Support for Downtown**

VM is looking into volunteer programs with the MDA, helping with art on the sidewalks/pressure washer, as well as marketing and promotional support. Knapp will update the Board as conversations continue.

**b. Memorial for Maria Stuart**

Cunningham updated the Board on the memorial project to honor Maria Stuart. Erin Stephenson, Charlotte Stuart, and Andrea LaRue are working together. They will run their ideas past Steve Rupp and the Public Art Committee when it is finalized.

**c. CRUSH**

Knapp gave CRUSH update. VM is adding a new newspaper box (for a total of 4 throughout the community), and are intentionally reaching out to Spanish speaking communities.

**d. Workforce**

Knapp updated the group on workforce efforts and meetings being held on state efforts. Eric Aabi is working with Knapp. VM is planning a visit to Walla Walla to engage with the wine and culinary training center. Knapp will also attend the Oregon Hospitality Conference. The McMinnville School District is also investing in workforce training and VM will be involved.

**e. MEVLC + City Updates**

Towery noted that the city is moving ahead with a city services charge. The city hired Jody Christensen as an economic development special project manager, funded for 2+ years through ARPA funding. McMinnville will be the host site of an international city managers conference in June 16-17, 2023. Towery also gave updates on the Three Mile Lane plan and direction.

**f. Foundations Mural Project**

The committee formed to select an artist for the Alpine Storage mural has selected Angelina Marino-Heidel. The site is being prepped this month and work on the mural will begin in September.

**7. New Business**

**a. New VM Team Member: Lee McCollins**

**b. Datafy + Dean Runyan Data Investment**

Knapp updated the board on investments in Dean Runyan data for visitor spending specifically McMinnville in 2021 and backwards. VM also invested in visitation/traffic data and spending data through Datafy, and is partnering with the City to cover their data needs as well. The dashboard will be available to review at the September Board meeting.

**c. Campaign Creation + Investment**

**d. Foundations Mural Project**

**e. Content Creation**

**f. Website Work**

**g. Legislative Session + Statewide Tourism**

**8. Updates from the Board**

**9. Adjourn**

Knapp adjourned the meeting at 11:40am.

Minutes recorded and respectfully submitted by Kitri McGuire.