

# Visit McMinnville

## Board of Directors Meeting

March 30, 2022

**Board Attendees:** Lorenzen, Chisholm, Macy-Baker, Gilchrist, Howard, Feero, Cunningham, Towery, Stephenson, Drabkin, Brittan

**Absent:** none

**Staff:** Knapp, McGuire

**Guests:** Hill

Knapp began the meeting at 9:34am.

The Board reviewed the minutes from the meeting held February 16, 2022. Chisholm moved to accept the minutes as presented. Cunningham seconded. Minutes were unanimously accepted as presented.

Stephenson reviewed updated Board meeting procedures, including a new agenda format. Stephenson presented the annual financial review to the Board, completed by Bernards & Associates. Drabkin moved to accept the financial review document as presented. Lorenzen seconded. The financial review was unanimously accepted as presented. Knapp will send along the document to the City Council.

Stephenson thanked Emily Howard for her service on the Board; Howard's last term will complete on June 30, 2022. A conversation was held on Board succession and the need for a new Board member with financial acumen and tourism industry experience. Drabkin suggested VM & the City partner on processes that the City is revising to have an aligned process for recruitment. Cunningham will connect with Drabkin to learn more and report back to the executive committee. Prior to the next Board meeting in April, a process will be decided upon and a plan for advertising the position will be discussed.

Stephenson discussed DEI training for the Board. Drabkin suggested designating financial resources for VM to hire a facilitator to do a training and then also work with the Board to develop a DEI statement. Potential resources include PCC, the City's contacted consultant, and other regional non-profits that specialize in this work. Brittan suggested getting a training on schedule, then hiring the facilitator to help the Board develop a statement and work plan for ongoing training.

Stephenson reviewed work done by Howard, Stephenson, Brittan, Cunningham, Knapp, and McGuire on appropriate updates to VM's Vision, Mission, and Values. Board members were

generally in support of the suggested revisions and discussed additional changes. The executive committee will review and bring a final draft for the Board at the April Board meeting.

Stephenson reviewed a change to the VM staff organizational chart suggested by the executive committee. These include adding an additional staff member, changing titles, and updating job descriptions and base pay accordingly.

Brittan reviewed monthly financial documents, ending January 31, 2022. VM has full reserves, and ~\$179,000 to start February. Nothing is owed on the line of credit. Brittan had nothing abnormal to report on the balance sheet. February income was slightly above expected revenue (~12.9% over expected income). Feero moved to approve the January financials as presented. Cunningham seconded. January financials were unanimously approved as presented. Knapp reviewed projected cash flow through end of FY22, and then into FY23.

Knapp led a discussion on a high level business plan, projects, and budget for FY23. Staff will return to the Board at the April 20, 2022 meeting with fully fleshed out budget and plan.

Drabkin reviewed progress on the Wine Country Pride event with the Board.

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The meeting was adjourned at 11:40am.

The next meeting will be held April 20, 2022.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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