

Visit McMinnville

Board of Directors Meeting
Wednesday, October 19, 2022
9:30-11:30am
Brittan Vineyards Tasting Room

Present: Whyte, Lorenzen, Cunningham, Gilchrist, Macy-Baker, Towery, Smith, Stephenson, Feero

Absent: Brittan, Chisholm

Guests: Nicole Sakai, Thread Creative Team, Steve Rupp

Staff: Knapp, McGuire, McCollins

1. **Call to Order**

Knapp called the meeting to order at 9:32.

2. **Review Minutes from September 2022 Meeting**

Board reviewed the minutes from the September 2022 Board of Directors meeting. Stephenson noted again that August 2022 minutes are unable to have a quorum reached (due to Board roles changing). These minutes have been posted publicly on visitmcminnville.com at the Board's request. Lorenzen moved to approve the September minutes as presented. Cunningham seconded. September 2022 Board of Directors meeting minutes were unanimously approved as presented.

3. **Review Financials**

Knapp reviewed the financial documents. Revenue was received in August and came in over budget, and accounts currently hold ~\$447,000. Most expenses were even with budget, with the exception of some marketing and advertising expenses that were off slightly due to timing of billing. Gilchrist moved to approve the financial documents from September. Lorenzen seconded. September financial documents were unanimously approved as presented.

4. **Creative Campaign Presentation with Factory North and Thread Creative**

Nicole Sakai from Factory North and team members from Thread Creative presented the ongoing work for Visit McMinnville's forthcoming creative campaign: "Meet Us in McMinnville". The team spoke through upcoming deliverables, as well as research done to prepare for the campaign and target audiences.

5. **Marketing & Communications Report**

McGuire gave a status report on current efforts in Marketing and Communications, including website projects, social media engagement, media relations efforts, and the recent influencer campaign. McGuire also reviewed the advertising plan in progress to

push out the messages and creative developed in the new campaign over the coming year.

6. New Business

a. Oregon State University + Resident Sentiment Survey

McGuire & Knapp met with OSU to discuss the Sustainable Tourism Lab, an effort to study resident sentiment. 2022 would be a baseline effort, then would run for 3 more years minimum. Efforts would involve an online survey, in person intercept surveys, and focus groups.

b. Datafy Update

Knapp updated the group on Datafy, the new app-based data dashboard. The Board discussed downtown and POI usage, visitation by locals vs. visitors, and other topics related to usage of the destination.

c. Travel Oregon Advocacy Summit

Knapp spoke at an Advocacy Summit held in Salem and televised statewide, hosted by Travel Oregon, the Oregon Destination Association, hospitality industry lobbyists, and the Oregon Restaurant and Lodging Association.

d. Oregon Tourism Leadership Academy

McGuire spoke at a recent OTLA meeting about the power of community partnerships.

e. Oregon Tourism Commission Meeting

Stephenson shared recent discussions at the OTC level about workforce, housing, legislation, and more. VM staff attended to have discussions with Travel Oregon and industry staff on ongoing projects.

7. Old Business

a. VM Office Space

VM staff is looking into a new workspace. The current space has become too tight with four staff people.

b. VM + Stewardship/Support for Downtown

VM is working closely with the MDA on events and projects. VM is also looking to build a volunteer program with MDA to better help with hospitality in the downtown core.

c. CRUSH

No updates.

d. Parks & Rec Revenue Feasibility Study

No updates.

e. Cycle Oregon Grants + MDA

Knapp is working with the MDA to apply for a Cycle Oregon Grant to support the creation of three bike corrals in the downtown area.

f. McMinnville EV Grant

Knapp is working with City staff on placing EV stations and is writing a grant to support the installation and product.

g. Poached + Hospitality Support

Poached is willing to work with our community on the development of a program supporting prepaid credits. Knapp is continuing conversations.

h. Cycling Committee – Oregon Trails Summit + Travel Oregon

Knapp has had many productive meetings with local cycling non-profit Cycle Yamhill County and the BLM on land swaps to allow mountain bike infrastructure to be built in the coast range. Travel Oregon has agreed to help invest in a high level trail plan, as well as signage for trailheads for gravel trails.

i. MEVLC + City Updates

No updates.

j. Foundation Mural Project

Mural is currently in progress along Alpine.

Knapp closed the meeting at 11:31.

Minutes respectfully recorded and submitted by Kitri McGuire.