

Visit McMinnville

Board of Directors Meeting
Wednesday, September 14th, 2022
9:30-11:30am
Brittan Vineyards Tasting Room

Present: Cunningham, Whyte, Stephenson, Brittan, Gilchrist, Chisholm, Towery, Smith, Feero, Lorenzen, Garvin

Absent: Macy-Baker

Guests:

Staff: Knapp, McGuire

1. Call to Order

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

2. Welcome New Board Members: Teresa Smith, Adam Garvin, & Hallie Whyte

3. Review of Minutes: May 2022 and August 2022

Quorum was not reached for August 2022 minutes; Brittan has since moved into an ex officio role. Consensus was unanimously reached with attending Board members to approve VM staff's ability to post the minutes publicly (with noted changes: corrections to Teresa Smith's name and Hallie Whyte's correct title).

Chisholm moved to approve the May 2022 minutes as presented. Cunningham seconded. Minutes from the May 2022 meeting were unanimously approved as presented.

4. Executive Committee

a. Vote to add Teresa Smith and Courtney Cunningham as official check signers on our First Federal accounts

Lorenzen moved to approve Teresa Smith and Courtney Cunningham as check signers. Feero seconded. Motion to approve Smith and Cunningham as check signers was unanimously passed.

5. Finance

a. Review Monthly Financials

Knapp presented July financials. \$95k cash in bank. \$120k in reserves. Line of credit had \$40k pulled to stay active; it will be repayed in a coming month. \$336k in revenues received in August; an outperformance of expected revenues. Brittan noted there were no outstanding items of note on the financial documents. Currently VM is right on project budget. Gilchrist moved to accept the financial documents as presented. Smith seconded. The financial documents from July 2022 were unanimously accepted as presented.

6. Marketing & Communications Report

McGuire updated the Board on current and upcoming marketing, media relations, and communications efforts, as well as a final report on the successes of the Spring cycling influencer campaign. VM has invested in photography and videography shoots to develop new creative assets. There will be a large presentation by creative agencies Factory North and Thread to the Board in October with the concept, design, and messaging for the forthcoming creative campaign.

7. New Business

a. Parks & Rec Revenue Feasibility Study

Knapp updated the Board on efforts to support City Parks & Rec Master Plan needs that can generate revenue to the City, as well as serve locals and visitors.

b. Cycle Oregon Grants + MDA

VM will be partnering with the MDA to write a grant with Cycle Oregon to support bike corrals in the downtown core, as part of the Board's direction to more closely support the MDA.

c. McMinnville EV

VM is supporting the development of EV charging stations in McMinnville. ODOT will start a program in January to provide a 75% rebate on type 2 charging stations. Knapp is working with the City to work on opportunities and potential placements.

d. Datafy Update

Knapp updated the Board on VM's investment in Datafy. This data will inform advertising decisions and help the City track visitation and spending. Knapp will give a presentation of the data's capabilities at the next meeting.

e. Poached + Hospitality Support

Knapp is looking at working with Poached to support building workforce in McMinnville. Chisholm shared McMenamins' experience with the program. The Board saw benefit for areas of hospitality like events or bottling and directed Knapp to continue research.

f. Historic Landmarks Committee Meeting + Gwendolyn Hotel

There will be a public meeting to discuss demolition of several buildings and construction of 95 room hotel in downtown McMinnville, with retail on the base floor. Letters to the Council (to be included in the meeting on the 29th) should be sent to Adam Tate at the City by September 20.

g. Cycling Committee

VM has stood up Cycle Yamhill County, a county-wide representative committee to improve cycling infrastructure and involvement in the county. Knapp and CYC has met with county staff to identify cycle-safe county roads and potential addition of safe cycling signage. They also met with the Bureau of Land Management to identify potential land swaps and the buildout of cycling trails and parking.

8. Old Business

a. VM + Stewardship/Support for Downtown

Knapp will be pursuing Cycling Oregon grants; VM will also be exploring

volunteer programs in downtown and VM staff will be meeting with Visit Bend to learn about their volunteer programs.

b. CRUSH

VM is continuing to create monthly episodes; VM will begin distribution monthly in the News Register to 7000 homes in Yamhill County.

c. MEVLC + City Updates

City will be proceeding with a second reading of a City services fee. The fee would rollout in January at the earliest, with communications coming soon.

Towery and Garvin discussed the potential rollout.

Towery and Garvin updated the Board on the Three Mile Lane plan vote, held at the Council meeting on September 13. Council voted 5-1 to ask the committee to present more clear information on topics like zoning, public safety, tree inventory, etc. to better inform a future vote.

Towery and Garvin updated the Board on the potential new fire district. Council will have a resolution to vote on at the next Council meeting. The effort will likely be on the May 2023 ballot.

d. Foundations Mural Project

A new mural entitled "Rounding the Bend" by artist Angelina Marino-Heidel will be painted at 9th & Alpine, on the side of the Alpine Storage building. The mural should be complete by mid-October.

9. Updates from the Board

10. Adjourn

Meeting adjourned at 11:31am.