

Visit McMinnville
Board of Directors Meeting
December 16, 2020

Board Attendees: Erin Stephenson, Ellen Brittan, Kellie Menke, Jen Feero, Jeff Towery, Courtney Cunningham, Ty Rollins

Absent: Dani Chisholm, Cindy Lorenzen, Emily Howard, Maria Stuart

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Steve Rupp

Knapp called the meeting to order at 3:10 pm.

Knapp began the meeting with community and industry updates:

- Yamhill County Tourism Partnership (YCTP) is now an official county advisory committee and will focus on county-wide opportunities to advance agritourism, arts & culture, outdoor recreation, and tourism business development.
- Linfield University and the City of McMinnville have begun discussions on the potential for a recreation building on Linfield land. There is 80 acres of available property.
- There has been a lot of changes on the Evergreen board. John Rasmussen is leaving his position as executive director this month.
- There will be a new 18,000 sqft art gallery and reproduction facility in McMinnville, created by artist Erin Hanson.
- Travel Oregon is not pushing to get statewide lodging taxes back up to 1.8% (currently TLT is at 1.5%) in upcoming legislative sessions. There are much higher priorities for the state to take care of, and there had been talk of connecting the tax to affordable housing projects. Travel Oregon will wait to reintroduce the 1.8% tax.

Knapp reviewed minutes from the November Board of Directors meeting. A motion to approve the November minutes was made by Feero and seconded by Brittan. The motion to approve minutes from the November 2020 Board of Directors meeting was passed unanimously.

Knapp reviewed financial documents ending October 31, 2020. At the end of October, VM had \$121,000 in cash, \$75,000 of which was in reserves. The line of credit sits at \$0 balance. The check received from the City of McMinnville in November was \$77,000 over expectations. Expenses are tracking pretty close to budgeted expenditures. Moving forward, VM is expecting to receive 50% of 2020 revenue in the February 2021 check, and 50% of 2019 revenue in the May 2021 check. VM continues to be very flexible with spending, and can “turn off” many of the advertising expenses if needed.

A motion to approve the financial documents as presented was made by Feero and seconded by Cunningham. The motion to approve financial documents as presented was passed unanimously.

McGuire gave an update on marketing and advertising efforts. Website visits slowed significantly in November, especially during the two week freeze. VM continues to invest in new content for the website, and in November put up several new blog content pieces and a new shopping on 3rd Street video to star on a new custom Winter on Third landing page. Media hits also slowed in November, but a few good pieces mentioning McMinnville that were syndicated on multiple media outlets helped.

Currently VM is advertising only in-state, in the Yamhill County, Portland, and Bend regions. Current advertising efforts include radio ads on OPB, Facebook ads, boosted Facebook posts, Instagram ads, billboard, and print ads in Oregon Wine Press. VM's collaboration with the Willamette Week Give Guide and Oregon Cultural Trust will take place in the few days between Christmas and New Years.

Knapp and McGuire updated the Board on current big projects and development efforts:

- Winter on Third – the MDA and VM are using this branding to help advertise and promote all the fun things to experience on Third Street through February.
- Mural efforts are progressing forward – VM staff are meeting with the MDA public arts committee this week to create a call to artists.
- McGuire is working with City staff to create a new brand and logo for the City of McMinnville. Meetings and research have been progressing positively and the City should have a final draft of a new brand by early Spring.
- Knapp is holding meetings with a wide variety of businesses that are considering starting or relocating in McMinnville.
- VM is supporting various pop up activations in downtown McMinnville, hoping to provide extra support for businesses.

Knapp reviewed the annual financial review with the Board, completed by Bernards & Associates. In order for VM to file taxes, board approval of the review is required. There were no negative material findings. A motion to accept the financial review as presented was made by Cunningham and seconded by Brittan. The motion to accept the annual financial review was passed unanimously.

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The meeting was adjourned at 4:10pm.

The next meeting will be held on January 20, 2021 at 3:00pm via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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