

Visit McMinnville

Board of Directors Meeting December 15, 2021

Board Attendees: Kellie Menke, Courtney Cunningham, Ellen Brittan, Erin Gilchrist, Cindy Lorenzen

Absent: Dani Chisholm, Emily Howard, Jen Feero, Erin Stephenson, Jeff Towery

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Steve Rupp

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

The Board and staff welcomed Erin Gilchrist to the Board of Directors, and Courtney Cunningham to the new position of Vice-Chair representing culinary and beverage industries.

Rupp suggested staff look into a virtual public art tour for the Visit McMinnville website and cited Travel Salem as an example. Staff will look into opportunities.

The Board agreed to pause on reviewing the minutes from November's meeting, as a quorum could not be met. Members present recognized the difficulty in approving minutes after the loss of two members, and the need for transparency with the public (minutes are normally not posted publicly until voted on and accepted by a quorum of Board members). Menke suggested a review at each meeting of the prior month's minutes, but that a formal vote didn't need to be taken as all Board members are sent the minutes in advance and have the opportunity to review and make corrections, regardless of their ability to attend the meeting. The Board asked staff to confirm this decision with Stephenson, and expressed support for posting previous months' minutes to the Visit McMinnville website without a formal vote in the support of transparency with the community.

Knapp reviewed financial reports. TLT revenue from Q3 was ~\$374,000 (~\$40,000 above projection), and currently VM is trending 12.9% over 2019. There is currently a full reserve of \$120,000. VM borrowed \$65,000 from the line of credit to cover expected expenses until the revenue check from the City was received, and then immediately repaid the \$65,000 after receipt.

At January's Board meeting, Knapp will present an updated plan to the Board utilizing the overage. Quorum was not reached and a vote to accept the financial reports as presented was not taken.

Brittan led a discussion on Board membership and terms. The spot vacated by Ty Rollins was filled with Erin Gilchrist. Cunningham was moved from At-Large to representing culinary and beverage industries with a new role as Vice-Chair. The At-Large position is now open, and the Executive Committee recommended Lisa Macy to fill the role. Macy has connections to community non-profits and outdoor

recreation, and is a highly involved and respected community member. Board members present supported this recommendation.

McGuire gave a report on marketing, communications, and advertising. Website traffic is much higher than in the past, consistently for the past few months. VM is moving on pace with our seasonal strategy, moving from reach/awareness efforts towards efforts around engagement and conversion. VM is currently running advertising in Portland and Seattle marketplaces with paid search, OTT, social ads, digital ads, billboard placements, and print ads/sponsored content with Seattle Met. McGuire is working on a strategy to utilize influencers in 2022.

Knapp discussed the following efforts:

- FEAST partnership in early September 2022
- Culture publication creation to support arts and events to locals and visitors
- McMinnville Economic Development Leadership Council discussions and use of City ARPA funding
- Third Street Streetscape Improvement planning kickoff meeting
- Potential workforce support position and programming utilizing ARPA funds from Sen. Noble
- New McMinnville Economic Development Partnership leader onboarding
- Quarry Park feasibility and economic impact study reviewed by committee
- Destination Ready program involvement supporting identification of outdoor recreation opportunities in Yamhill County
- Oregon Bicycle Racing Assoc. criterion race in downtown McMinnville in June 2022 (300-400 participants expected)

Workforce opportunity conversations are being held around the state; Knapp and McGuire will participate in more formal discussions at the Oregon Destination Association conference in Portland in January.

Knapp reported that he has officially been voted in as a member of MURAC.

Board members expressed support for a ~6 hour strategic planning session the last week in January. Knapp will send a Doodle poll to finalize a date; the monthly Board meeting would also happen on this date.

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The meeting was adjourned at 11:20am.

The next meeting will be held in January; time/date/location is TBD.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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