

Visit McMinnville

Board of Directors Meeting February 17, 2021

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

Absent: Cindy Lorenzen, Jen Feero, Emily Howard, Maria Stuart

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill

Knapp called the meeting to order at 3:08 pm.

Brittan offered to host summer outdoor board meetings at Brittan Vineyards.

Knapp reviewed the minutes from the January 20, 2021 Board of Directors meeting. Stephenson noted that Rose Marie Caughran's name was misspelled. Brittan moved to approve the minutes with the noted correction. Cunningham seconded. The motion to approve minutes from the January 2021 Board of Directors meeting, with the noted correction, was unanimously passed.

Knapp reviewed financial documents. At the end of December, Visit McMinnville (VM) had \$108,000 in cash on hand, \$0 balance on the line of credit, and \$75,000 in reserves. The executive committee noted they had reviewed the documents in detail at their last meeting, and did not have anything that stood out. As of our fiscal year to date at the end of December, revenue was higher than the revised COVID budget.

Towery shared February revenue numbers from the City. Visit McMinnville budgeted for \$88,000 revenue; actual was \$122,000. Knapp noted that VM received a PPP loan of \$44,000 today. May's budgeted revenue is approximately 40% under May 2019 revenue. Cash flow projections suggest ending the year with \$89,000 cash on hand. Knapp reminded the Board of the option of moving some revenue to bring reserves up to \$120,000, per VM's agreement with the City. A motion to approve the financial documents as presented was made by Cunningham. Chisholm seconded. December financial documents were approved as presented.

Knapp reviewed a proposed budget plan for Fiscal Year 2022. The plan was created using national and regional data, and assumes that more of the population will be vaccinated through the summer months and that herd immunity against COVID will be reached in the fall. It also assumes that there will be significant pent up travel demand in the summer months. Brittan and Rollins expressed support for the plan, calling it "reasonably conservative." Knapp suggested moving forward with the plan with detailed

quarterly reviews to ensure the ability to pivot if needed. Knapp will bring a fleshed out budget to the Board at the March Board of Directors meeting.

McGuire reviewed marketing efforts in January. Website visits remained even with December 2020 and are down 40% from the prior year. In-house efforts are being made to add accessibility features to the site. Social media engagement remains strong. Media hits remain low, but interest from writers and influencers in summer experiences is going up, so staff is hopeful for more media coverage soon. Currently, VM dollars being put towards paid advertising efforts are still conservative, and include boosted social media posts, out-of-home placements via billboards, limited print and digital, and YouTube PreRoll using new videography assets.

Knapp and McGuire discussed progress on destination development projects and initiatives:

- Winter on Third – wrap up
- Dine Out(side) – working with MDA and applied for a Destination Ready grant application to support this effort
- Downtown Case Study – Travel Oregon may use McMinnville as a case study for the effects of COVID on tourism destinations; will update Board at next meeting
- Info Kiosks on Third Street – installed, maps going up this week
- Mural/Public Art Projects – on pause while tribute to Rose Marie Caughran is finalized
- City Brand – final logo/brand will be shared with Board at next meeting
- Yamhill County Tourism Partnership (YCTP) – dissolved, final letter sent to County Commissioners
- Railroad Greenway – Knapp had a promising conversation with a representative from the railroad; they are interested in discussing a potential greenway from 3rd-5th
- Cycling – Knapp continues to have conversations with ride promoters; two cycling influencers/creators will be visiting on behalf of VM this Spring
- Agritourism – Travel Oregon is shifting focus away from agritourism and has ended agreement with their high profile contractor managing those projects
- Yamhill County Farm Loop Map – Oregon Agritourism Partnership and Oregon State University Extension are creating a farm experience map; VM and Taste Newberg are assisting
- Wine Industry Data – statewide wine industry data showed huge gains in Yamhill County in all areas of the wine industry between 2016-2019.
- EDAC – working on identifying the next big potential project for McMinnville; examples being considered include food/beverage innovation or airport business park.
- Conferences & Weddings – VM is working with an Oregon State Firefighter Union conference to be held in McMinnville in April 2022. Wedding interest is also way up.

Hill asked about status at Evergreen Aviation & Space Museum. Jeff Brown left to work on a Zydell Yards project. Knapp felt that the Stoller team is going to thrive there, but is on pause with current restrictions. They expanded their Board recently with promising individuals.

Towery and McGuire discussed progress towards a new Parks & Recreation facility and the citizen committee supporting that goal. Towery did not have updates for the Board on the status of an understanding with Linfield University at this time.

Chisholm updated the group that the McMennamins UFO Fest has been postponed to September 23-25.

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The meeting was adjourned at 4:25pm.

The next meeting will be held on March 17, 2021 at 3:00pm via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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