

Visit McMinnville

Board of Directors Meeting February 16, 2022

Board Attendees: Lisa Macy-Baker, Erin Gilchrist, Remy Drabkin, Courtney Cunningham, Dani Chisholm, Emily Howard, Jen Feero, Erin Stephenson, Jeff Towery

Absent: Cindy Lorenzen, Ellen Brittan

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 Lisa Macy-Baker and Council President Remy Drabkin to the Board of Directors of Visit McMinnville (VM).

Knapp reviewed minutes from the December 2021 meeting (no meeting was held in January 2022). No vote to accept was taken; support for minutes as presented was expressed by all present. Staff will post online for community transparency.

Knapp reviewed financial reports. Stephenson acknowledged the difficulty of budgeting for the current fiscal year due to the unknowns of the pandemic. Currently, VM is at 12.9% over 2019 YTD. Chisholm made a motion to approve financials as presented. Feero seconded. Financials documents were unanimously approved as presented.

Knapp and Towery gave an overview of the annual budget process between the City and VM. Mayor Hill acknowledged City staff and VM staff for solid financial practices.

Knapp led a conversation on workforce issues and opportunities, and outlined a proposed plan and strategy for his involvement in ongoing efforts moving forward.

February 15, 2022 was Erin Stephenson's first Travel Oregon commission meeting as a new commissioner.

Knapp presented the Quarry Park Feasibility Study, completed with help from Travel Oregon at the end of 2021.

McGuire updated the Board on current marketing and media relations efforts, and gave an overview of the cycle of marketing investment historically taken by VM.

Knapp discussed current and upcoming projects:

- Destination Ready

- FEAST
- Cycling Criterion (June 12, 2022)
- CRUSH publication
- 3rd Street changes & local business updates
- Wine Country Pride (last weekend in June)
- Tennis & outdoor rec summer opportunities for locals and visitors

Knapp gave an overview of intentions for next Friday's Board of Directors strategic planning retreat.

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The meeting was adjourned at 11:20am.

The February Board of Directors strategic planning retreat will be held on Friday, February 25, 9:00a-3:00p at The Bindery.

The next meeting will be held March 16, 2022.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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