

**VISIT MCMINNVILLE
424 NE 4TH STREET
MCMINNVILLE, OREGON 97128**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
FEBRUARY 21, 2024, 9:30 A.M.**

BOARD MEMBERS:

Erin Stephenson	Chair
Teresa Smith	Treasurer
Jenny Berg	City Staff Liaison
Adam Garvin	City Council Liaison
Cindy Lorenzen	Director (from 9:40 a.m.)
Dani Chisholm	Director
Jennifer Feero	Director
Erin Gilchrist	Director
Diana Riggs	Director

GUESTS:

Jeff Knapp	President and CEO, Visit McMinnville (VM)
Lee McCollins	Director, Marketing and Communications, VM
Baz Syed	Recording Secretary, Minutes Solutions (via teleconference)

ABSENT:

Lisa Macy-Baker

1. CALL TO ORDER

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 9:35 a.m.

2. REVIEW OF MINUTES – SEPTEMBER, NOVEMBER 2023 + JANUARY 2024

On a motion duly made and unanimously carried, it was resolved to approve the minutes of the Board meetings held on September 20, 2023, and November 15, 2023, as presented.

ACTION – The Board will approve the January 2024 meeting minutes at the next BOD meeting.

The Board reviewed the previous minutes and noted that the January 2024 meeting minutes could not be approved at this February 2024 meeting by enough Directors since three of the Directors present at this meeting were not present at the January 2024 meeting.

3. DECEMBER FINANCIALS

On a motion made by Teresa Smith, seconded by Dani Chisholm, it was resolved to approve the December 2023 financials as presented. Motion carried.

The Board reviewed and discussed the December 2023 financials.

Budgeting Update: The President reported a 6.6% increase from the prior year, which was still lower than the Board's budgeted increase of 10.5%. The President pointed out that travelling was down across the state; however, VM's income was still positive. Being behind budget overall by approximately \$100,000 was projected for the end of the fiscal year. The President reviewed individual line items in the budget for the Board's information. Budgeting for a 5% increase next year was proposed. The Board discussed the current state of occupancy rates and how to be competitive in that sphere.

4. **EXECUTIVE COMMITTEE UPDATES**

The Board went into an executive session for the Executive Committee updates.

5. **OLD BUSINESS**

- a. **Organizational Chart:** The Board was presented with the organizational chart to review positions and roles and how they are reflected in the budget.
- b. **Marketing Specialist and Destination Development Manager:** *ACTION – VM's Lee McCollins will rewrite the Marketing Specialist job description to attract a wider pool of candidates and forward it to the Board.*

ACTION – VM's Lee McCollins will rewrite the Destination Development Manager job description to make it less generalized and more specialized and forward it to the Board.

The addition of the two roles was proposed. The Board discussed the proposed roles in terms of job descriptions, qualifications, levels, and skills. The Board suggested simplifying the Marketing Specialist job description to make it more inviting to candidates who may feel intimidated by long lists of skills and qualifications. It was noted that social media was VM's top priority for marketing. It was noted that networking and community building were the priorities for destination development. The Board suggested making the job description for the Destination Development Manager position less generalized and more specialized since the salary for the job is not entry-level.

- c. **Handbook Presentation:** *ACTION – VM President Jeff Knapp will circulate the handbook among the Board.*

The President reported being very pleased with the handbook.

- d. **Board Succession Discussion:** *ACTION – The Nominating Committee will start working on replacing the two Board members whose terms will be expiring.*

The Board reviewed the term schedules of the Directors and discussed future moves. Two Board members will need to be replaced.

- e. **Board Retreat:** The Board discussed goals for the Board Retreat. The event will begin with guest speakers on topics such as travel. The President discussed other items planned for the event such as an address on the state of the organization and a preview of the coming years as it relates to the organization and the city. The Board agreed on organizational culture being a priority. Another priority agreed upon was making sure the organization's staff is healthy.

6. **OTHER BUSINESS**

There was no other business discussed.

7. **NEXT MEETING**

The next Board of Directors meeting is to be determined.

8. **ADJOURNMENT**

The meeting ended at 11:27 a.m.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Director

Director

Date

Date