

Visit McMinnville

Board of Directors Meeting
Wednesday, Jan 18th, 2023 | 9:30am
Visit McMinnville Board Room | 424 NE 4th Street

Present: Courtney Cunningham, Dani Chisholm, Teresa Smith, Jen Feero, Hallie Whyte, Erin Stephenson, Cindy Lorenzen, Adam Garvin, Jeff Towery

Absent: Lisa Macy-Baker, Erin Gilchrist, Ellen Brittan

Staff: Jeff Knapp, Kitri McGuire, Lee McCollins

Guests: Steve Rupp

1. **Call to Order**

Knapp called the meeting to order at 9:40am.

2. **Review Minutes from November 2022 Meeting.**

The Board did not meet in December. Knapp presented minutes from the November 2022 Board of Directors meeting. Cunningham moved to approve the minutes as presented. Smith seconded. The motion to approve the November 2022 Board of Directors minutes as presented was unanimously passed.

3. **Review Financials**

Knapp presented financials ending November 30, 2022. Smith noted the financials were personally reviewed and approved by her. VM has received \$261,000 from the City in TLT funds year to date. All expenses are on track; any variances are due to timing. Knapp noted the line of credit was tapped and repaid within December. Lorenzen moved to approve the November financial documents as presented. Feero seconded. The motion to approve the financial documents as presented was unanimously passed.

a. **Annual Review Completion**

Annual review has been completed (per VM's agreement with the City) and will be picked up this week.

4. **Executive Committee**

a. **Feb Strategic Planning Topic + Plan**

The annual strategic planning meeting will be held February 21, 2023. Knapp reviewed potential topics. Stephenson noted the last planning meeting was held in January 2022 at the Bindery and it was an important point in time to refocus and redefine VM's Vision, Mission, & Values.

b. **DEI**

Cunningham reviewed the upcoming DEI sessions scheduled for the Board and VM staff with Dr. Whitaker in February.

- c. **Board Succession Planning**
 Knapp thanked the Board for their ongoing service and started a conversation about upcoming turnover/Board terms. Lorenzen, Stephenson, and Cunningham will be terming off soon. The executive committee is nominating Hallie Whyte to take on the President role when Stephenson terms off, beginning now with shadowing Stephenson at executive committee sessions. Consensus was reached to support and train Whyte in the role.
- 5. **Marketing & Communications**
 McGuire gave a report on ongoing marketing and communications efforts, including website updates, social media engagement, and paid advertising. She noted that as of December 31, 2022, VM is no longer working with Weinstein PR and is instead working with Portland-based Field Day PR to promote VM priorities on a per-project basis, starting with promotion of Granary District businesses.
- 6. **New Business**
 - a. **2023 Dev Project**
 Knapp reviewed VM's suggested project path for 2023: a downtown ambassador program. Stephenson noted that this idea stemmed from the 2022 Board strategic planning conversation. Conversations have been held with the City.
 - b. **New Offices**
 The VM staff is moving furniture January 19. VM staff will be fully moved by end of January.
 - c. **Annual Budgeting Kick Off**
 Knapp is beginning the budgeting process, early ideas will be presented at the strategic planning session in February for Board insight.
 - d. **Impact Conference**
 Knapp will be attending a tourism conference in Vancouver, BC with Travel Oregon staff, sharing ideas around workforce, tribal involvement, housing, etc.
- 7. **Old Business**
 - a. **Oregon State University + Resident Sentiment Survey**
 VM kicked off resident sentiment survey efforts with intercept surveys in town; next step is an online survey. Efforts will continue for 3 years.
 - b. **Datafy + Data Update**
 Datafy data has not been working properly; the company is fixing it and VM will not be paying until it is. Until then, Steve Halasz (formerly the data specialist at Travel Portland) will be working to gather appropriate data for us.
 - c. **VM + Stewardship/Support for Downtown**
 Noted above in 6a.
 - d. **MEVLC + City**
 Garvin noted that tonight at the City Council meeting the council will be briefed on the fire district updates. A decision will be made at the following council meeting. A messaging campaign will happen after that point until March 1. Towery noted the current \$1.50/\$1000 generates \$4.5M (15% of general fund).
 - e. ~~VM Community Event (Feb 16th)~~ - Postponed
 - f. **Travel Oregon \$20k – Consultant (BLM Mtn Biking + County Signage Plan)**

Did not discuss.

The next Board of Directors meeting will be held as part of the Strategic Planning Retreat on February 21, 2023.

Minutes recorded and respectfully submitted by Kitri McGuire.