

Visit McMinnville

Board of Directors Meeting January 20, 2021

Board Attendees: Erin Stephenson, Ellen Brittan, Kellie Menke, Jen Feero, Jeff Towery, Courtney Cunningham, Ty Rollins, Emily Howard, Maria Stuart, Dani Chisholm

Absent: Cindy Lorenzen

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Steve Rupp, Scott Hill

Knapp called the meeting to order at 3:07 pm.

Knapp began the meeting with a discussion on a memorial art piece for Rose Marie Caughran. Knapp is partnering with the City, the Committee for Public Art and the McMinnville Downtown Association to create a meaningful memorial. Rupp suggested several sites to consider.

The Board reviewed minutes from the December 2020; not enough Directors were present to approve and the topic was tabled.

Knapp reviewed current financial documents. No anomalies were noted by Knapp or Brittan, aside from the \$10,000 grant pass through funds. VM is slightly ahead in expected revenue (revised for Covid). VM is budgeting for February revenue to be 55% under 2020, and the May revenue to be 40% under 2019. Knapp and Brittan expect to end the fiscal year with on target, with \$75,000 in reserves. Flexibility is built into the budget in the case that revenue is lower than expected. Brittan noted she feels VM is being conservative and spending wisely.

Menke noted Visit McMinnville is a key partner for economic recovery of the City of McMinnville, and she was appreciative of VM's fiscal responsibility.

Feero moved to accept the financial documents as presented. Cunningham seconded. The motion to accept financial documents as presented was passed unanimously.

Knapp shared a budget forecasting document prepared by City staff, which included three potential projections for transient lodging tax revenue in the fiscal year beginning July 1, 2021. Lodging Directors on the call (Chisholm, Rollins, and Stephenson) noted what they are seeing in their own businesses and in the lodging industry. McGuire will attend two national tourism industry meetings next week that will provide data on the state of the industry and projections for the future. Knapp will provide updated budget projections for fiscal year 2021 at the next Board of Directors meeting.

Travel Oregon is releasing grant funding for destination development projects taking place in Summer 2021. The program is called Destination Ready, and VM plans to partner with the MDA to support the Dine Out(Side) program through a Destination Ready grant. Applications are due February 3.

Enough Directors were present to vote on the tabled motion to approve the December 2020 Board of Directors meeting minutes. Cunningham moved; Rollins seconded. The motion to approve the December 2020 Board of Directors meeting minutes was passed unanimously.

McGuire gave a marketing report. Advertising efforts are providing steady results. Bend was a new market starting in December, and it is performing well but results are a bit more expensive. On December 29, VM partnered with Willamette Week's Give Guide publication and the Oregon Cultural Trust for the last Give Day of the year. VM provided a vacation package to McMinnville as the prize for donations, and it was extremely popular and got a lot of social media amplification. Visits to VisitMcMinnville.com nearly tripled that day. VM hopes to partner again in the future.

Knapp discussed progress on destination development projects:

- Winter on Third
- Info Kiosks on Third Street
- Mural/Public Art Projects
- City Brand

Knapp updated the board on the following initiatives:

- Yamhill County Tourism Partnership (YCTP) will not move forward as an official county advisory committee; new commissioner Berschauer is not in favor. YCTP is considering dissolving and instead working collaboratively on destination development projects as they arise.
- Knapp attended the Willamette Valley Visitor's Association strategic planning meeting in place of Newberg representative Leslie Caldwell. WVVA is investing in very detailed visitor data that will be extremely helpful to VM.
- County advocates for cycling and gravel grinding are helping to renew focus on what could be an extremely lucrative draw for Yamhill County. Knapp is working with them to attract riders, events, and PR.
- VM is creating new photo and video assets featuring different fun and inspirational things to do around McMinnville in the winter and with Covid restrictions.
- VM and City Planning staff are working together on renewing wayfinding conversations. VM will be a partner to the City, not running/executing the project.
- VM is applying for PPP through KeyBank.

Towery updated the group that the City of Carlton has a new city manager. Hill noted that the City of Carlton does not support Carlton restaurants that are choosing to open despite current closure mandates.

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The meeting was adjourned at 4:12pm.

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

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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