

Visit McMinnville

Board of Directors Meeting July 21, 2021

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

Absent: Emily Howard, Cindy Lorenzen, Jen Feero

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill

Knapp called the meeting to order at 3:10 pm.

Knapp reviewed the May meeting minutes. Brittan made a motion to approve the May Board of Directors meeting minutes. Cunningham seconded. Minutes from the May meeting were unanimously approved as presented.

Not enough Board members were present who were also at the April or June Board of Directors meeting to approve minutes from those meetings. Approvals of minutes from the April and June Board of Directors meetings were tabled until the August meeting.

Knapp reviewed financial documents through end of May 2021. Visit McMinnville had a full reserve of \$75,000, and in June made an additional payment of \$45,000 to bring the reserve up to City expectation of \$120,000. \$120,000 is in the checking account and VM owes \$0 on the line of credit. Knapp noted a \$47,000 amount on the balance sheet that was the pass-through grant funding from Travel Oregon to the McMinnville Downtown Association. Chisholm made a motion to accept the financials as presented. Cunningham seconded. The financial documents were unanimously accepted as presented.

McGuire gave a marketing update, reporting on PR efforts, website, social media, and paid advertising efforts. Website visits continue to rise, even over 2019 numbers, continuing to indicate a lot of demand. McGuire also shared upcoming large advertising investment for the fall. KOIN morning news visited Third Street and did a live morning show featuring Dine Out(Side).

McGuire and Knapp reported on current projects in the works and community updates:

- Dine OutSide promotional efforts
- Foundations Mural Project – artists narrowed to 2 finalists, art will be installed in August
- Videography – new “McMinnville Inspires” video featuring Gallery Theater
- Campaign Refresh
- Hospitality Training Programs – Guest Service Gold with Chemeketa CC, Training Videos with WVWA
- NW Natural Street of Dreams – potential for 2023

- Business Recruitment & Support – holding many meetings with potential investors.
- Consumer Spending Data – Travel Oregon is investing, VM is considering buying a partnership seat (at a much reduced cost than buying ourselves). Decision will be made in ~1 month.
- Micro-grant Partnership with MDA – small grants to influence retail to stay open later. VM & MDA will receive data in ~2 months. Partners include Hopscotch, Left by West, 3rd St. Books
- TLT Data – McMinnville is ~9% below 2019; currently lodging is very busy and VM predicts occupancy and revenue will be higher than 2019 by end of year. Knapp will send the STR report to Board members.
- Knapp presented on the Visitor Economy to the Lions Club.
- Feasibility Study – researching options & opportunities for a feasibility study for mountain bike trails, jogging trails, pump track, etc.
- The City Manager’s Association will hold their conference in Portland. Towery is incoming president.
- Knapp is currently serving on the hiring committee for MEDP’s new Director.
- Knapp is participating in WCLP funding conversations and how to best use the funds to support the food/wine industries.
- BIPOC Block Party is this Saturday. International Air Show is next weekend.

The Board held a discussion on workforce challenges and housing. Board members agreed to add topics relating to this, and how VM can best support city priorities, to future agendas.

###

The meeting was adjourned at 4:45pm.

The next meeting will be held on August 18, 2021 at 9:30am at the Brittan Vineyards tasting room.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

###