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**Board of Directors Meeting**

Wednesday, July 19, 2023

Visit McMinnville Board Room

**Present:** Smith, Lorenzen, Whyte, Towery, Garvin, Riggs, Chisholm

**Absent:** Macy-Baker, Feero, Stephenson, Gilchrist

**Guests:** Steve Rupp

**Staff:** Knapp, McCollins

* **Call to Order**
  + Knapp called the meeting to order at 9:38 a.m.
* **Review of June Minutes**
  + Knapp reviewed the June meeting minutes. Minutes unable to be approved with insufficient members to form a quorum - the board will review at the next meeting in August.
* **Review of June Financials**
  + Knapp reviewed June's financial documents. Minutes unable to be approved with insufficient members to form a quorum - the board will review at the next meeting in August.
* **Hello McMinnville Program update**
  + Knapp updated the board and new member Riggs on the program's progress thus far.
  + Knapp presented a proposed HM mission statement options
    - Proposed Program Description/About:

*Hello McMinnville is a community service initiative supporting McMinnville’s Urban Renewal District by engaging community members to keep our URD clean, safe, accessible, and welcoming to all.*

*Hello McMinnville is a program of Visit McMinnville in collaboration with the McMinnville Downtown Association, local business owners, and the City of McMinnville.*

* + - * Towery suggested adding a note about Yamhill County’s efforts in mental health.
      * Chisholm noted that these are a great start but sees room for improvement and fine-tuning.
  + Knapp mentioned the organization, “Granary Dist. and Winery Row,” and how Hello McMinnville will eventually be a part of this URD and the MDA.
  + VM employee Kris Wessel (VM employee and Hello McMinnville Program Manager) was brought in to answer questions about the program.
    - She spoke about the conversations she has had with business and organizational leaders.
      * She has addressed concerns about a disconnect between MDA and businesses.
      * Security on the street and managing expectations of how HM will participate in public safety.
      * Volunteer management and retention programs are being researched. Other issues stakeholders are hoping to address are cleanliness and accessibility.
    - Kris briefly discussed how Hello Lamppost could be an excellent resource for wayfinding and other future HM projects.
* **Resource Assistance for Rural Areas (RARE)**
  + Knapp announced that VM had hired Olivia Rovang to start in mid-September. Rovang recently graduated from the University of Oregon with a Master’s in sustainable food systems.
  + Rovang will be working on “Art Alley,” a reactivation of a McMinnville alley between NE Davis and NE Evans streets. Rovang will apply for grants, activate the art alley by connecting with local arts organizations, researching, and working toward starting an art gallery in the Visit McMinnville offices, which opens to the alley.
    - Knapp explained the due diligence process of bids for asphalt, engineering, etc., to hopefully get a grant that will cover the cost to repave.
  + Rovang will also focus on culinary/workforce connection with high school pathways and outdoor recreation work.

* **Marketing and Communications Report**
  + McCollins reported on:
    - **Advertising**
      * Planning for Winter 2023 is underway; ads will go roughly 60% to SEA and 40% to PDX areas.
      * New billboards are in production, to be installed in early fall.
    - **Social Media Content Production** 
      * McCollins played the newest video highlighting Bernard Farms, Farmer’s Market, Humble Spirit, and James Beard Marketplace strawberry shortcake collaboration.
      * Next up: Dine Out[Side]
      * Fall and winter outdoor recreation
    - **Social Media**
      * McCollins updated the board on the decision to discontinue posting to Twitter and to shift focus to Meta’s new Threads platform.
      * McCollins reported on the findings of Good Chance Creative on TikTok and how VM will move forward with the platform.
    - **PR**
      * Katrina Yentch - pitching an editorial story about Mac Market/Hayward Restaurant for Cherry Bombe.
      * Hannah Wallace - Bloomberg
      * Virginie Boone - 8/8-8/10: New Wine Review
      * Geoff Nudelman - Family outdoor rec and wine, staying at Douglas on Third
      * Relais & Chateaux
        + Rachel King (Fortune)
        + Tariro Mzezewa (Freelance)
        + Stephanie Hunt (Freelance)
        + Richard Bradley (Worth)
      * Planning for fall and winter
        + Outdoor rec focus / continue with new restaurant openings / Harvest, crush
    - **Summer Event Support Report**
      * OPC Brunch
      * Queer Wine Fest
      * Okta Solstice Event(s)
      * IPNC
    - **Special Projects**
      * Heater Allen Harvest Lager Collab
      * CRUSH/Map Box for Farmer’s Market and events
      * Playing Cards
* **Oregon/Willamette Valley Visitor Profile Review**
  + Knapp reported on the reports showing McMinnville as the most visited city in the WV.
* **MEVLC + City Updates**
  + Towery led the conversation of RB Rubber and the city's agreement to purchase the property. Planning docs indicate the city's intent to redevelop the 3.6 acres parcel into mixed-use housing/retail and identify developers interested in the opportunity. Towery and Community Development Director Heather Richards are developing a timeline that will come public in the coming weeks. An environmental assessment will be completed by 10/31/23.
  + The fire district board is in the process of hiring a new fire chief; an interim director will probably be employed in the meantime. The district is looking for properties in SE and NW for new district stations.
  + Chisholm asked if VM could fund an art project to adorn the new MDA Garbage enclosure. Knapp said that VM would consider this.
* General Board Questions and Reports
  + Smith reported working with City, Library, MIP, MEDP, and Yamhill Co to hire mental health associates to assist those experiencing mental health crises in McMinnville. Associates will be meeting with MDA, HM, and VM and hope to have a full staff of 12 mental health specialists by the end of September.

The meeting was adjourned at 11:18 am.

The next Board of Directors meeting will be held on August 16, 2023.

Minutes were recorded and respectfully submitted by Lee McCollins.