

# Visit McMinnville

## Board of Directors Meeting June 16, 2021

**Board Attendees:** Kellie Menke, Jeff Towery, Courtney Cunningham, Cindy Lorenzen, Ellen Brittan, Ty Rollins

**Absent:** Emily Howard, Erin Stephenson, Maria Stuart, Dani Chisholm, Jen Feero

**Staff Attendees:** Jeff Knapp, Kitri McGuire

**Guests:** Scott Hill

Knapp called the meeting to order at 3:12 pm.

Not enough Board members were present who were also at the April or May Board of Directors meeting to approve minutes. Approval of minutes from the April and May Board of Directors meeting was tabled until the July meeting.

Knapp reviewed financial documents through end of April 2021. Visit McMinnville had a full reserve of \$75,000, with \$85,000 in the checking account and owing \$0 on the line of credit. While the destination development line is slightly over budget as expected, VM is still under on marketing and overhead to balance it out. Board was also informed and approved this choice during COVID.

VM received \$132,000 in the May check. VM will end the year rolling over \$37,000. VM has now fulfilled the expectation with the City to bring the reserves up to \$120,000.

Voting on financials was tabled until the July meeting due to not enough voting members being present.

Knapp discussed future meetings. The Executive Committee suggested the Board's meetings move back to in-person in the mornings; Ellen Brittan volunteered the Brittan tasting room to allow extra space.

Towery noted that the City's current policy is that if you're vaccinated, masks are not required. Brittan suggested that the Board wait one more month, until the August meeting, as mask mandates should be past then. All present agreed to keep the meeting at the current time and via Zoom for the July meeting.

McGuire gave a marketing update, reporting on PR efforts, website, social media, and paid advertising efforts. Website visits are way up, even over 2019 numbers, indicating a lot of demand. McGuire also presented a high level plan for building awareness and creating meaningful calls to action through advertising through the next 9-12 months.

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

- Dine OutSide promotional efforts

- Foundations Mural Project
- Videography & Photography Support of Evergreen “McMinnville Inspires”
- Bicycle Repair Stations: one at library, one in Granary District, directs visitors to cycling routes & travel ideas
- Campaign Refresh
- Hospitality Training Programs
- Visitor Economy Infographic & Leader Education
- Business Recruitment & Support
- Data – VM is looking for consumer spending data and cell phone data. Have researched several companies that specialize. VM is also pitching Travel Oregon to get data through a partnership.
- Further partnerships with MDA – mini-grants to influence desired behavior
- Les Schwab Bowl at Linfield July 3, 3 year contract
- Data shows domestic travel is bouncing back quickly; international travel is anticipated to take a little longer than expected, likely 3-4 years – first targeted international market for Travel Oregon is BC, Canada
- Feasibility study in the works for an outdoor rec park at Quarry Park

Knapp discussed AirDNA and the rise in vacation rental bookings and demand. Knapp forecasts a big demand in hotels as well.

Lorenzen noted that Sage is slammed with in person and to-go. Cunningham noted that Pizza Capo is also seeing a big in person and to-go, better than any time in the history of the business. Brittan has opened the tasting room and they are seeing consistent bookings for tasting. Rollins reported that Comfort Inn is busy, but they still need staff.

Cunningham updated that Community Plate will not open for dinner service as expected, but after receiving a restaurant revitalization grant, they will be focusing on that.

Brittan confirmed that white shoes and rosé were both acceptable this time of year.

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The meeting was adjourned at 4:10pm.

The next meeting will be held on July 21, 2021 at 3:00pm via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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