

Visit McMinnville

Board of Directors Meeting March 17, 2021

Board Attendees: Erin Stephenson, Kellie Menke, Jeff Towery, Courtney Cunningham, Ty Rollins, Cindy Lorenzen, Jen Feero, Maria Stuart, Emily Howard

Absent: Dani Chisholm, Ellen Brittan

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Zach Geary, Susan Muir, Meredith Maxfield

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

Knapp shared the plan for Visit McMinnville's budget process over the next few months. At this March meeting, he will present high level goals and general budget expectations. At the April meeting, he will present a detailed plan with financial forecasts, and the Board of Directors will vote on the plan in May. Knapp will present the plan to City Council at the last meeting in May.

Knapp reviewed the minutes from the February 17, 2021 Board of Directors meeting. Cunningham moved to accept the minutes as presented. Feero seconded. The motion to accept the minutes from the February meeting was passed by unanimous vote (includes Brittan's proxy vote).

Knapp reviewed financial documents through end of January 2021. He noted VM is over budget in expected revenue and slightly under budget across the board in spending, due to waiting to spend on summer/fall marketing efforts as things open up. Currently, VM is at 68% of 2019 revenue, which is extremely positive compared to other Oregon DMOs. VM will end the year with \$0 on the line of credit, have \$120,000 in reserves and will carry \$30,000 into next fiscal year. VM plans to spend some budget in FY21 to create content and creative assets with which to turn on advertising upon reopening in FY22. Stephenson noted that Brittan (absent) stated she is comfortable with financials situation in the executive committee meeting last week. Lorenzen moved to accept the financial documents as presented. Cunningham seconded. The financial documents were accepted by unanimous vote (includes Brittan's proxy vote).

Towery noted he has been sharing VM's financial situation with Jennifer, the City's new finance director. She is impressed and believes VM is doing a great job.

Knapp presented VM's Fiscal Year 2022 Goals & Objectives for the board to consider, followed by a comparison of TLT revenue from years past and projections for income. He noted Ellen gave a thumbs up at the executive committee meeting last week. Stephenson & Rollins both noted their future bookings are looking good, and that the projections Knapp presented seem reasonable; optimistic, but not overly so.

Knapp proposed that as part of the FY2022 budget VM should complete an economic impact study on outdoor recreational opportunities in the City, specifically at the underutilized Quarry Park. The park includes 14 acres inside city limits, and could easily hold an action sports park focused on cycling, including trails and a pump track. The intended goals of such a project are: draw visitors, support community health outcomes, attract workforce, support activities for young people. VM would support the study only, not buildout. Stephenson noted that the City asked that VM explore a big project, and this could be it. The Board was in support of adding this to the budget plan for FY2022.

The Board gave Knapp the go-ahead to proceed with planning using the presented goals and projections. Towery said the City is in support of VM's proposed plan.

McGuire presented a marketing report, including status updates on marketing projects, collaborations, website, social media, media relations, and advertising.

Geary, Muir, and Maxfield presented information on the MacPAC committee and intentions for the creation of new City recreation facility and library facility in McMinnville.

McGuire discussed VM's collaboration with the McMinnville Downtown Association and forthcoming grant application to support Dine Out(Side) and lighting improvements.

Knapp updated the Board on the following:

- Conversation with the railroad and the creation of a walkable corridor from 3rd -5th Streets.
- Cycling conversations held with various organizations, which include ideas for tax incentives for private land owners in return for cycling access.
- Two bike repair stations will be installed at the Library or City Hall, and in the Granary District.
- The Mack Theater and two surrounding buildings are now up for sale.

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The meeting was adjourned at 5:05pm.

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

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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