

# Visit McMinnville

## Board of Directors Meeting May 19, 2021

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

**Absent:** Emily Howard, Cindy Lorenzen

**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 Board of Directors meeting to approve minutes. Approval of minutes from the April Board of Directors meeting was tabled until the June meeting.

Knapp reviewed financial documents through end of March 2021. Visit McMinnville has a full reserve of \$75,000, with \$151,000 in the checking account. Budget to actual was reviewed in advance of the meeting by Brittan, Senior, and CPA; nothing unexpected was found. There will be \$36,000 expected carryover from June into Fiscal Year 2022. Knapp reported that the May check VM will receive from the City is almost spot on expectation at roughly \$131,000. Reserves will be up to City expectations by end of June.

Chisholm made a motion to accept the financials as presented. Cunningham seconded. The motion to accept the financial documents as presented was passed unanimously.

McGuire gave a marketing update, reporting on PR efforts, website, social media, and paid advertising efforts. McGuire and Knapp reported on current projects in the works and community updates:

- Knapp is working with Linfield, Chemeketa, and Commissioner Kulla on workforce issues. They are working towards a workforce partnership to communicate opportunities and develop/educate workforce.
- VM is researching possibilities for an investment in visitor and spending data, tracked by device IDs and credit card expenditures. These types of data can be expensive; VM is looking into partnerships to share cost and exploring 4 companies that specialize in this work.
- McGuire shared the City's new branding. Towery noted it was a strong collaboration and the City is proud of the work and partnership and is beginning rollout to the community.
- Knapp noted VM is supporting Edible Landscapes this spring/summer; they will be planting edible mini-gardens and placing signage in the planters along Alpine.
- The tiny house hotel on Alpine & 9<sup>th</sup> is still planned to happen this Summer.

- The Tributary Hotel is opening this Summer.
- Project Turnkey provides emergency housing for the houseless population. Menke noted the City may get \$1.5M-\$3.5M for built housing.
- Discussions regarding Wine Country License Plate funding are being revisited.
- Evergreen now has one owner and a new board. VM is meeting with their marketing team this week to discuss messaging and promotions.
- Grants Pass is starting a new DMO; VM is meeting with them to advise on organization setup.
- VM is fielding a lot of calls and meeting requests regarding new business interest.
- Community Plate is opening mid-June for dinner service.
- Elaine's Wine Bar is going into RJ Studio.
- Sidewalk art along Third Street is being replaced with new imagery and messaging.
- Stephenson and Rollins noted strong bookings at their hotels; the lead time is shorter than usual, about 1-2 weeks.

The Board discussed the UFO Festival. September 23-25 is the tentative date; a final decision on if and when the event will run in 2021 will be made in the next week.

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The meeting was adjourned at 4:38pm.

The next meeting will be held on June 16, 2021 at 3:00pm via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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