

Visit McMinnville
Board of Directors Meeting
Agenda
Wednesday, May 19th 2021
3:00-5:00 PM (Zoom)

- April Minutes Approval
- March Financial Approval
 - Budget Update

Current Projects:

- **Marketing and PR**

Visitor Economy Impact Presentation + Plan
City Brand Update
VM Campaign Refresh
July Seattle WVVA Coop
Data Companies + Strategic Plan
Video + Photography Content Creation

- **Dev Work**

Short and Long Term EVLC Work
Guest Service Gold + Destination Trainings
Childcare
Workforce Pathways
Data
MDA Grant \$48k go Kitri!
Mural
Kiosks
Bike Repair Stations
Edible Landscapes (Alpine)
Business Support & Recruitment

- **General Updates**

Wine Country License Plate Discussion
Linfield
Evergreen
Local Lodging Additions and Possible Subtractions
Grant's Pass Meetings
Dallas Oregon Meeting
Newberg Updates

