

# Visit McMinnville

Board of Directors Meeting  
Wednesday, April 19, 2023  
Visit McMinnville Board Room

**Present:** Brittan, Smith, Gilchrist, Macy-Baker, Feero, Chisholm, Cunningham, Lorenzen, Stephenson

**Absent:** Garvin

**Guests:** Steven Rupp, Jenny Berg (proxy for Jeff Towery)

**Staff:** Knapp, McGuire, McCollins

1. Call to Order

Knapp called the meeting to order at 9:38am.

2. Review of March Minutes

Knapp reviewed the minutes from the March 2023 Board of Directors meeting. Smith motioned to approve the minutes as presented. Lorenzen seconded. Minutes from the March 2023 Board of Directors meeting were unanimously approved as presented.

3. Review of February Financials

Knapp reviewed the financial documents through the end of February 2023. Revenue is slightly below expectations. Expenditures are slightly over in overhead and marketing, right on in staffing, and slightly under in destination development. May revenue is expected to be \$236,000.

Gilchrist moved to approved February financials. Chisholm seconded. February financials documents were unanimously approved as presented.

4. Executive Committee: Board Seat Replacement Update

Stephenson discussed the recent search for Board members and the need to fill one open seat in July. The executive committee recommends utilizing the list of interested parties from the recent search to pull a new member from. The Board was in support of this direction. Courtney will send out the applications to the Board to review prior to the next meeting; a vote will be called at the May 2023 meeting.

The Board was also in support of keeping applications for up to two years for consideration for future Board seats. Stephenson suggested that at the May 2023 meeting the Board vote on future policy, and consider hiring a contractor to review all policies to set future Boards up for success.

*Suggested language:* When a Board of Directors member search is conducted, VM will hold a list of applicants for up to a two year period to create the pool from which any vacancies will be filled. If a Board seat opens with a specific need (i.e., Treasurer), a new search may be

conducted.

#### 5. FY24 Budget & Project Presentation

Knapp presented VM's projected budget and high level goals. He noted that there will be 3 new properties online full-year that will account for \$203,000 in additional revenue for VM in FY24 (Tributary, Boutique Retreat, expansion at Olde Stone Village RV Park). Brittan noted that VM will be going into FY24 needing to pay back \$40,000 to the line of credit. VM will be planning for a 10.5% overall increase in TLT.

McGuire & Knapp reviewed marketing and development projects for FY24. The Board voiced support for the financial projections and anticipated projects.

#### 6. MDA + VM Support Discussion

Knapp held conversations with Dani Chisholm and Heather Miller to discuss how VM could support the MDA in the future. Chisholm updated the Board on MDA's executive director search and goals. She noted the main need the MDA has is budget. The MDA board will be discussing ways to increase budget in the future.

The Board discussed the Hello McMinnville program and the timeline to make that program and partnership come to life. Knapp noted that conversations will continue to happen between the executive committees of the two organizations over the coming month.

#### 7. Tourism Impacts from Vagrancy Discussion

Knapp reviewed the updated Advocacy support flowchart. The Board discussed options for VM involvement.

#### 8. Resident Sentiment Survey Questions

A survey will be sent out via digital link in early May; intercept surveys will be conducted in person at UFO Fest and Cruisin' McMinnville.

#### 9. Staff Updates

##### a. Marketing

##### b. Development

##### c. General

- RB Rubber is leaving. Opportunity to address the land use – MURAC is looking into possibly purchasing the property.

- Fire district redistricting – Get involved! Vote!

- Rupp requested a walking map of public art.

- Brittan represents VM on the MEVLC. VM will need to appoint a new Board member to replace her when she rolls off the VM Board in June.

The meeting was adjourned at 11:40am.

The next Board of Directors meeting will be held on May 17, 2023.

*Minutes were recorded and respectfully submitted by Kitri McGuire.*