

Visit McMinnville

Board of Directors Meeting
Wednesday, March 15, 2023
Visit McMinnville Board Room

Present: Smith, Stephenson, Macy-Baker, Feero, Gilchrist, Garvin, Brittan, Lorenzen, Cunningham, Whyte

Absent: Towery, Chisholm

Guests: Rupp, Halasz (via zoom), Berg (proxy for Towery)

Staff: Knapp, McGuire

1. Call to Order

Knapp called the meeting to order at 9:35am.

2. Review of February Minutes

McGuire noted the date of the minutes should be 2023 instead of 2022. Cunningham moved to accept the minutes with the noted amendment. Lorenzen seconded. The minutes from the February 21, 2023 Board of Directors meeting was accepted unanimously with the noted amendment.

3. Review of January Financials

Financial documents have been reviewed by the executive committee. Knapp noted that VM is making some small changes to our financial documents at Smith's suggestion. Current cash flow projections accommodate the new office location, lowered spending in paid marketing, and a \$60,000 draw on the VM line of credit to be paid back over the next year.

Gilchrist moved to approve the January financials. Macy-Baker seconded. The financial documents ending January 2023 were approved unanimously as presented.

4. February Data Update Zoom from Steve Halasz

Tourism forecast looks very strong. Occupancy and RevPAR remains strong YOY in McMinnville.

5. FY24 Goals and Budget First Draft Presentation

Knapp reviewed the proposed goals and high level budget direction for FY24. This document was based on feedback from the Board at the February 2023 strategic planning meeting. Gilchrist noted that exploring potential alternate visitor funding mechanisms may require significantly more discussion. The Board expressed general support for researching what would be required to pursue this.

Brittan noted that the FY24 does not include carryover of FY23 tenant improvements.

Brittan noted VM will pursue grants in FY24 and to possibly include these in the goals.

Feero noted she would support clearer presentation of staffing spending. Board was in support of presented goals and budget.

6. Board Advocacy Discussion

Knapp reviewed advocacy considerations for the Board.

Primary consideration – if there is a financial gain. Berg noted that at times VM lending a voice in discussions, even if there is a financial gain, can add clarity for the community and shouldn't

be considered as not supportable.

Garvin suggested adding a consideration for quasi-judicial land use / legal issues (if yes, do not support). McGuire to tweak language on the advocacy flowchart to reflect Board discussion.

a. HB3159

Did not discuss.

b. Fire District

Garvin requested official support from the Board of the Fire District. Voters pamphlet statements are due Friday, March 17. Gilchrist moved to support the Fire District statement. Whyte seconded. The motion to support the Fire District statement as presented. The motion passed unanimously.

c. 3rd Street Streetscape

A request for support will be send to the Board within the next few days via email.

d. Houselessness

Did not discuss.

e. Innovation Center

Did not discuss.

7. Board Succession Discussion, June 2023

Knapp noted the Board will need to begin onboarding one potential new Board member. Brittan and Cunningham will be cycling off the Board at the end of June 2023.

8. Marketing and Comms Update

McGuire updated the Board on budget and current efforts on the website, social media, paid advertising, creative assets, internal communications, and media relations.

9. Development Update

Knapp updated the Board on efforts related to the following projects:

- Quarry Park project progress. VM received a \$10k grant to do a parking and traffic study, which should be wrapped up in the next month.
- VM received a grant for signage and route planning for gravel cycling in the Coast range.
- Knapp is facilitating conversations between many organizations on a multi-decade usage agreement of large BLM land parcels to build high quality trail systems (Panther Creek / Von Road).
- The City is hosting a delegation from Oregon State University to have conversations around partnerships at a potential future innovation center.
- The McMinnville School District reached out to VM to connect hospitality career pathways.
- VM will be hosting a community event on April 13 at Mac Market (4-6pm). VM is producing a short video about what the tourism economy is. The goal of event is to update the community on upcoming programs.
- Knapp met with IHG Hospitality Group (Gwendolyn Hotel).

10. City Update

None.

11. General Updates from the Board

- Cypress is opening up in the Atticus Hotel at the end of March.
- Paul Bachand is opening up Recipe Restaurant in the former Red Fox space.
- Mac Market is doing some remodeling to add an elevated restaurant, Hayward. Honey Pie Pizza is also expanding operations to the MM space.
- Heater Allen is expanding their facilities and adding a brand, Gold Dot.
- Boutique Retreat is now open.

The meeting was adjourned at 11:35am.

The next Board of Directors meeting will be held on April 19, 2023.

Minutes were recorded and respectfully submitted by Kitri McGuire.