

Visit McMinnville

Board of Directors Meeting
Wednesday, May 17, 2023
Visit McMinnville Board Room

Present: Smith, Stephenson, Lorenzen, Whyte, Gilchrist, Cunningham, Towery, Garvin

Absent: Macy-Baker, Chisholm, Feero

Guests: Jenny Berg

Staff: Knapp, McGuire, McCollins

1. Call to Order

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

2. Review of April Minutes

Knapp reviewed April meeting minutes. Smith moved to approve the April meeting minutes as presented. Whyte seconded. April meeting minutes were approved unanimously as presented.

3. Review of March Financials

Knapp reviewed March financial documents. Knapp noted that the line of credit was paid down immediately after receiving the May check from the City. VM also received \$44k as a belated employee tax credit payment.

Lorenzen moved to accept the March financial documents as presented. Gilchrist seconded. Financial documents ending in March were accepted as presented.

4. Executive Committee: Board Seat Replacement Update

Cunningham led a discussion of the board seat applicants and presented recommendations from the executive committee. The executive committee moved to offer a board of directors seat to Diana Riggs, to begin July 1. Gilchrist seconded. The motion was passed unanimously. Cunningham will extend an invitation this week.

5. Executive Committee: MDA + VM EXCOM Conversation

Knapp and Stephenson led a conversation on collaborative partnership ideas held by the VM and MDA executive committees. Meetings will be held monthly moving forward. Topics include the Hello McMinnville program, funding mechanisms, promotions, etc.

Final interviews are underway currently for a new executive director of the MDA.

6. Vote to Remove Scott Greenstone as Quickbooks Primary Administrator and Appoint Jeff Knapp

Scott Greenstone, original CFO contractor, set up VM's original Quickbooks account and

although logins/passwords have been changed since then, an official vote is needed to change the name on the account. Stephenson moved to remove Scott Greenstone as Quickbooks Primary Administrator and appoint CEO/President Jeff Knapp as Quickbooks Primary Administrator. Smith seconded. The Board unanimously approved the change.

7. FY24 Budget & Plan Presentation

Knapp and McGuire reviewed the presentation that will be given at the City Council meeting on Tuesday, May 23, 2023. Smith moved to approve the FY24 Annual Budget & Plan as presented. Smith seconded. The FY24 Annual Budget & Plan was unanimously approved as presented.

8. Reports and Updates

a. Marketing

McGuire gave a marketing presentation on current marketing and communications efforts. In addition to current stats and project updates, she discussed the need to stay nimble regarding Google Analytics 4 and measurements of success and advertising efficacy moving forward.

b. Development

- Interviews will be beginning next week for the Destination Development Manager position.
- OSU will be collecting resident sentiment survey data at the UFO Fest.
- VM will apply to host the Oregon Destination Association conference in January 2024.
- Data Steve will be working with VM on a new project scrubbing website and social for sentiment.
- Cycling/outdoor recreation projects are moving ahead full steam – funding, trail flagging, etc.

c. General

- The Board celebrated the new Fire District work done by Garvin.
- Gioia Goodrum will be leaving her role as executive director of the Chamber of Commerce and taking an economic development role at Yamhill County.
- Summer events calendar is busy; staff will be managing and will communicate busy weekends to stakeholders.
- VM staff participated in the Adopt-a-Roadway program picking up trash on the Davis Dip. Staff also participated as judges for McMinnville High School's ProStart program.
- Towery updated the Board on the City's budgeting process and timeline, including changes that will be spurred by the new Fire District.
- McMinnville will host the International City Manager Association Conference this year.
- Stephenson updated the Board on current efforts of the Oregon Tourism Commission.
- Towery updated the Board on Third Street Improvement efforts and funding.
- This meeting marks Brittan's last meeting on the Board – she was thanked effusively for her service.

The meeting was adjourned at 11:15am.

The next Board of Directors meeting will be held on June 21, 2023.

Minutes were recorded and respectfully submitted by Kitri McGuire.