

# Visit McMinnville

Board of Directors Meeting  
Wednesday, November 16th, 2022  
9:30-11:30am  
Brittan Vineyards Tasting Room

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

**Absent:** Chisholm

**Guests:** Brittan

**Staff:** Knapp, McGuire

1. **Call to Order**

Knapp called the meeting to order at 9:36am.

2. **Review Minutes from October 2022 Meeting**

Cunningham moved to approve the October 2022 Board of Directors meeting minutes. Gilchrist seconded. Minutes from the October 2022 Board of Directors meeting were unanimously approved as presented.

3. **Review Financials**

Knapp reviewed monthly financial documents, ending September 30, 2022. He reminded the Board that in September VM drew \$40,000 on the line of credit to keep it in active status, and in the October financials the Board will see that amount re-credited.

Budget was nearly right on target. TLT for November came in at 7.7% above Q3 last year, but still a bit under budgeted income expectations. Knapp noted there are no major changes to plans and strategies needed as a result of that lesser amount and plans are still proceeding.

Cash flow projections put VM at even at the end of the fiscal year in June, but as VM doesn't get additional income until August, Knapp informed the Board there was a likelihood a draw on the line of credit would be needed at that time.

Lorenzen moved to accept the financial documents as presented. Cunningham seconded. Financial documents ending Sept 30, 2022 were unanimously accepted as presented.

#### 4. Executive Committee

##### a. VM Office Space + Lease

Knapp updated the Board that VM, in alignment with discussions held at the Board's strategic planning meeting in January 2022, is looking at new office locations. VM looked at multiple spaces and a potential spot has been found along 4<sup>th</sup> St between Davis & Evans. Lease is \$1.50/sqft. Cost is \$5100/mo total, and there's potential to sublease 1/3 of the square footage. Stephenson noted that VM has engaged an attorney to review the lease. VM is mindful of not getting a lease that extends past VM's contract date with the City. Negotiations are in progress for tenant improvements, rent forgiveness, sublease options, and more details. Gilchrist confirmed that the cash flow document presented reflects expected increases for rent, furnishings, and improvements to the space. Stephenson noted that in McMinnville lodging, June was busy, August was soft, and fall has been strong again. Overall, lodging/bookings has been strong. Tributary is now open, and VM is also awaiting the opening of Boutique Retreat and the 40 new RV slips at Olde Stone. Stephenson held an informal consensus vote of the Board for VM staff to move forward; consensus was unanimous.

##### b. Strategic Planning Date

Stephenson led a discussion on topics for the Board to discuss at a strategic planning meeting. The executive committee suggested having a full day meeting when the February Board meeting is held. Knapp will send out a Doodle poll to find a date. Towery noted that Jenny Berg will sit in for Towery if he is out for other responsibilities.

##### c. DEI

Cunningham is in talks with DEI providers to hold a session for the VM Board and her intention is to not include a DEI session in the strategic planning day, and instead is planning on two separate 2-hour sessions on other dates. Towery noted that he would recommend utilizing the tools that their DEI committee has developed for the City, but that the City supports VM moving forward with the type of training that best suits the organization.

#### 5. Marketing & Communications

McGuire updated the Board on marketing efforts, including website visitation and upcoming projects, new campaign creation, public relations, event involvement, communications efforts, and social media. McGuire reviewed the upcoming plan for advertising dollars, noting the effort to drive interest, engagement, and conversions at the right times for the community.

#### 6. New Business

##### a. VM Community Event (Feb 16<sup>th</sup>)

VM is planning to host a community happy hour event with hospitality and service awards and presentations of current efforts and resources.

- b. **Travel Oregon \$20k – Consultant (BLM Mtn Biking + County Signage Plan)**  
TO has offered \$20,000 to VM to support cycling efforts stemming from the Destination Development workshop completed in the spring.  
Knapp also noted VM is working with City Parks & Recreation on a feasibility study for the Quarry Park space around transportation, access, neighborhood impact, and parking.
- c. **Exploring Travel Oregon Capacity Grant**  
VM is exploring several potential projects for which staff would apply for a capacity grant through TO (up to \$50,000 available).

## 7. Old Business

- a. **Oregon State University + Resident Sentiment Survey**  
Knapp reviewed VM's participation in the Sustainable Tourism Lab through OSU. VM is participating in a resident sentiment survey to gauge community vibe around the visitor economy. OSU will be holding in person surveys (the first one was held at Trick or Treat on 3<sup>rd</sup> Street), online surveys, and focus groups.
- b. **Datafy + Data Update**  
Knapp is working to hone the information provided to us from Datafy. VM staff have spent the last month getting insight from other destinations and data experts on how to best get the data we need to support the City.
- c. **VM + Stewardship/Support for Downtown**  
VM submitted for a grant for bike corrals in downtown, and Knapp is continuing conversations for opportunities for downtown support (including a volunteer program). Conversations and exploration will continue.
- d. **MEVLC + City Updates**  
Dave Rucklos and Knapp will meet with Councilor Garvin on moving opportunities at the airport forward.  
Tonight there is a City Council meeting to support the continuation of the moratorium on new short term rentals for an additional 6 months.  
City Council approved a city services charge that is planned to go into effect on January 1, 2023. The City approved the 3 Mile Lane plan and now there is a 21 day window for appeal.  
IHeartMac.org is the City's new site for getting information to community members on ongoing issues and involvement opportunities.  
A public hearing on the potential new fire district will be held on Dec 1. A public engagement meeting will be held on Dec 6. The fire district matter will be on the ballot in May 2023.

The meeting was adjourned at 11:10am.

The next Board of Directors meeting will be held December 14, 2022 at Brittan Vineyards Tasting Room.

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