

**VISIT MCMINNVILLE
424 NE 4TH STREET
MCMINNVILLE, OREGON 97128**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
NOVEMBER 15, 2023, 9:30 A.M.**

BOARD MEMBERS:

Erin Stephenson	Chair
Teresa Smith	
Erin Gilchrist	
Jennifer Feero	
Hallie Whyte	
Cindy Lorenzen	
Erin Gilchrist	
Lisa Macy-Baker	
Diana Riggs	
Jeff Towery	
Dani Chisholm	
Adam Garvin	City Council Liaison

GUESTS:

Jeff Knapp	President and CEO, Visit McMinnville (VM)
Lee McCollins	Director, Marketing and Communications, VM

Minutes prepared by Enza Apa of Minutes Solutions from a recording.

1. CALL TO ORDER

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 9:30 a.m.

2. REVIEW OF UNAUDITED FINANCIAL STATEMENTS

On a motion made by Erin Gilchrist, seconded by Jennifer Feero, it was resolved to accept the unaudited financial statements ending September 30, 2023, as presented. Motion carried.

VM is \$22,000 over budget due to the production of new maps that required an additional print run since they were extremely popular. The second printing was originally scheduled for later in the year which means the budget will balance out then.

3. OLD BUSINESS

- a. MEVLC: ACTION** – *Jeff Knapp will connect with Name to share details about sitting on the McMinnville Economic Vitality Leadership Committee.*

4. **MARKETING AND COMMUNICATIONS REPORT**

ACTION – Lee McCollins will send the link to the City of McMinnville newsletter to the Board.

Lee McCollins reported that VM is now using its own vendor listing and events software instead of OTIS. The website home page will be focussed on lodging promotions for winter and supporting cellar season and winter in wine country. Media coverage included a write up in New Wine Review and Travel and Leisure, and a listing in MovieMaker Magazine.

The Board acknowledged and thanked Lee McCollins for his work developing VM’s TikTok presence. The focus will be to continue producing short-form content that can be used on other platforms including YouTube, Instagram, and LinkedIn.

VM is preparing PR holiday package gifts for a select group of national media that would consider coming to the area in the next few years.

The new billboard in Newberg will focus on upcoming local events and promote McMinnville as a destination to stop for good food and events.

Lee McCollins has been invited to be a moderator at the Charlson Food and Wine Festival.

5. **ADJOURNMENT**

The meeting was adjourned at 11:30 a.m.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Director

Director

Date

Date