**Visit McMinnville**

**Board of Directors Meeting**

**November 18, 2020**

 **Board Attendees:** Erin Stephenson, Maria Stuart, Ellen Brittan, Kellie Menke, Jen Feero, Jeff Towery, Courtney Cunningham, Cindy Lorenzen, Ty Rollins, Emily Howard

**Absent:** Dani Chisholm

**Staff Attendees:** Jeff Knapp, Kitri McGuire

**Guests:** Scott Hill, Steve Rupp

Knapp called the meeting to order at 3:05 pm.

Minutes from the July, September, and October Board of Directors meetings were reviewed (August’s meeting was not held). In past months, while a quorum of directors were present, not enough had been present at the previous meetings meeting to approve the minutes.

A motion to approve July minutes was made by Brittan and seconded by Cunningham; the motion to approve minutes from the July 2020 meeting was passed unanimously.

A motion to approve September minutes was made by Stuart and seconded by Brittan; the motion to approve minutes from the September 2020 meeting was passed unanimously.

A motion to approve October minutes was made by Brittan and seconded by Cunningham; the motion to approve minutes from the October 2020 meeting was passed unanimously.

Knapp reviewed financial reports ending September 30, 2020. At the beginning of September Visit McMinnville had $38k in the bank, $73k in reserves, and $40k on the line of credit. VM was $77k over expected budget in revenue for the November check from the City of McMinnville; total income was $210k. Knapp is budgeting for the February 2021 check to be 50% below February 2020 income, and the May 2021 check to be 40% of May 2019 income.

Cunningham moved to accept the financial documents as presented. Stuart seconded. The motion to approve the September financial documents as presented was passed unanimously. Knapp will present a full financial plan at the December Board of Directors meeting that will outline plans for the next 6 months and start the budgeting process for FY21.

Mayor Hill updated the board on projects at the City. The Urban Growth Boundary expansion is moving forward with the approval of the Friends of Yamhill County and the Friends of Oregon, and ongoing progress will continue to happen over the next ~5 years.

McGuire reviewed current marketing efforts. Instagram has been performing well. Facebook is continuing to see engagement but new followers are slowing. VM continues to add new content to the website. Paid advertising in the Seattle and Portland areas (social, search, and radio) had kicked off in early November, but is now on pause at the request of the executive committee until the end of the 2 week freeze, at which point it will be reassessed.

Knapp discussed current destination development projects and presented a financial plan for the completion of those. The Board gave approval for VM to continue with the plans as presented.

Knapp updated the Board on the following:

* The Yamhill County Tourism Partnership will be presenting a proposal to be an official county advisory committee to county commissioners on December 10.
* Knapp, along with Mayor Hill and Jeff Towery, met with Newberg tourism and city leaders to discuss tourism and greater alignment between our cities. Hill spoke on his perspective of the meeting, which was positive and hopeful.
* Knapp & McGuire have been meeting with the team at Evergreen to assess opportunities and stay apprised of upcoming plans.
* McGuire joined the International Pinot Noir Celebration board.
* A recap of local elections.

Brittan and Feero emphasized the importance of supporting local businesses, that wine country is open, and the importance of ordering online from local stores too.

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The meeting was adjourned at 4:10pm.

The next meeting will be held on December 16, 2020 at 3:00pm via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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