

Visit McMinnville
Board of Directors Meeting
October 21, 2020

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

Absent: Ty Rollins, Dani Chisholm, Emily Howard

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill

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

Minutes from the June, July, and September 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 June minutes ONLY was made by Brittan and seconded by Cunningham; the motion to approve minutes from the June 2020 meeting was passed unanimously. Approval of July and September minutes was tabled until the November 2020 meeting.

Knapp reviewed financial reports, including the balance sheet ending August 31, 2020. Visit McMinnville currently has \$40k on the line of credit, and \$75k in reserves. Income from this time frame was slightly above expectations, due to past TLT being collected and submitted by the city. Visit McMinnville had an ending cash balance at the end of September of \$63k.

Brittan noted all seemed in order, and there were no anomalies to report. Knapp noted that VM expects the November check to be larger than projected based on recent occupancy reports from STR (which note McMinnville occupancy around 60%).

Lorenzen moved to approve the financial documents as presented. Cunningham seconded. The motion to approve the presented financial documents was passed unanimously.

Stephenson discussed changing the regular Board of Directors meeting time to accommodate schooling at home schedules. The Board had consensus to move meetings to 3pm, still on the 3rd Wednesday of every month.

Knapp and Stephenson discussed postponing strategic planning and RDEI training until McMinnville enters the next phase of economic recovery, as doing such projects via Zoom is challenging. Towery noted the City is doing RDEI training in two hour blocks of time, which seems to work well. The executive committee will discuss potential next steps at their next meeting.

Knapp reported on development projects:

- VM is partnering with the City to develop a new City brand. McGuire discussed the “why” of the project, and next steps. McGuire will present to City staff leadership what branding is and why it is important on Thursday to get the ball rolling.
- VM is partnering with the McMinnville Downtown Association to build brand assets for and promote a seasonal effort: “Winter on Third”. VM & MDA are also coming together to help build informational kiosks in downtown with information, upcoming events, and maps.
- VM is working on the second mural in the Foundations Mural Project. Knapp presented the potential location and general design concept. The goal is 1-2 murals per year moving forward.
- Knapp is working on business recruitment efforts, in partnership with the Stable Table.

McGuire gave a marketing report and reviewed current projects. Several of note:

- Website updates included new photography, several new blog posts for current content, and the addition of cannabis retailer listings and a safe cannabis usage page. Website visitation was down slightly in September, especially the first week of the regional fires.
- Social media engagement has been holding steady. Creating new content helps to drive traffic to our site.
- VM will host a virtual fam with 10 national media, during which several local business owner representatives will speak to what makes McMinnville special while media guests enjoy McMinnville food and beverage products sent to them in advance.
- VM will be purchasing radio ads on OPB, Google paid search placements, and ads on social media to promote winter travel and Winter on Third.

Knapp updated the Board on the following:

- Regional and statewide tourism organizations are still waiting to market the area.
- Knapp has stepped off the WVVA board; Leslie Caldwell from Taste Newberg has stepped on to represent the needs of the county. McGuire is on the PR/Marketing Committee.
- Knapp spoke with Newberg tourism, chamber, and city leadership to help better align with each other and with McMinnville efforts.
- Knapp has joined the Yamhelas Trail committee.
- Knapp joined the regional call regarding the potential rerouting of highway traffic to Westside Road. Currently, that project does not appear to be moving forward.
- Knapp gave new business updates, including LandForm Brewing and efforts from the Jackson Family on their new lodging and dining properties on 3rd Street.

Towery noted that the Urban Growth Boundary expansion will be approximately 900 acres, mainly towards SW McMinnville. He reviewed current UGB efforts, including long term planning and legal efforts.

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The meeting was adjourned at 11:00am.

The next meeting will be held on November 18, 2020 at a TBD time via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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