

# Visit McMinnville

## Board of Directors Meeting October 20, 2021

**Board Attendees:** Kellie Menke, Jeff Towery, Cindy Lorenzen, Ellen Brittan, Erin Stephenson, Emily Howard, Jen Feero

**Absent:** Dani Chisholm, Courtney Cunningham

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

**Guests:** Steve Rupp

Knapp called the meeting to order at 9:30 am.

The Board recognized the life of Maria Stuart and her many contributions to Visit McMinnville and the McMinnville community.

Knapp mentioned the minutes from July (not approved yet due to lack of quorum) and September. Quorum was not met and minutes from these months were not reviewed. Acceptance of these minutes was tabled for the October meeting.

Knapp reviewed financial documents ending August 31, 2021. VM remains in a solid financial position. VM has \$113,000 in the bank, \$120,000 full reserve, and a \$0 balance on the line of credit. Knapp expects VM will receive more than budgeted in the upcoming November check due to high occupancy during Q3.

Lorenzen motioned to accept the financial documents as presented. Feero seconded. Financial documents ending August 31, 2021 were accepted unanimously as presented.

McGuire gave a marketing update, focusing on current and upcoming fall and winter advertising placements intended to increase brand awareness, then drive potential visitors towards making a travel decision.

New media relations agency Weinstein PR will introduce themselves to the Board with a short presentation at November's meeting.

The Executive Committee will discuss open Board seats over the coming weeks and will present a suggested path forward at the November meeting.

Knapp updated the Board on the following:

- VM kicked off the Quarry Park project with participation from elected leaders, the Parks & Recreation Department, private business, and non-profits. A feasibility study focused on cost to build and maintain a park, as well as economic impact, is being developed now.

- The Foundations Mural Project mural intended for the side of the Yamhill County Housing Authority building is taking longer than expected due to insurance and paperwork needs by the railroad, but VM is still moving forward. New mural sites for 2022 are being explored.
- VM is planning to produce a monthly printed piece for local events and celebrating arts & culture. The goal is to entertain and inform visitors and locals about arts & culture events, and build support for these activities within our community.
- The City is hearing a lot of presentations on how ARPA funding could be used in McMinnville. The MEVLC supported funding a plan for Third Street renovations/improvements and a plan for an Innovation Center at the airport.
- Oregon Main Street Association gave an award to Visit McMinnville and the McMinnville Downtown Association for our successful joint project, the Dine Out(Side) event. First Federal also received an award for the best new building.
- McGuire & Knapp met with the team at Visit Bend to discuss strategies and alignment on statewide issues like workforce, destination development, and more.
- McGuire & Knapp met with an elected official and the City Manager of Sisters, Oregon to discuss opportunities for their destination organization.
- Linfield University hired a new director for their wine studies program. Knapp is scheduled to meet him in the coming weeks.
- Knapp applied to be on the Oregon Wine Board and the McMinnville Airport Committee.
- VM is providing input and soliciting additional engagement on the creation of city bike routes.

Knapp will be out several weeks next month due to surgery on his ankle.

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The meeting was adjourned at 10:35am.

The next meeting will be held on November 17, 2021 at 9:30am via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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