

# Visit McMinnville

## Board of Directors Meeting September 15, 2021

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

**Absent:** Maria Stuart, Cindy Lorenzen, Dani Chisholm

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

**Guests:** Scott Hill, Steve Scott

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

The Board introduced themselves to guest Steve Scott of Evergreen Aviation & Space Museum. Steve gave a presentation on current and planned efforts at the Museum, and confirmed a hotel is planned to come online in approximately 2 years with 90-92 rooms. Following the presentation, Steve left the meeting.

Knapp reviewed the minutes from July and August.

- JULY 2021: Minutes were not able to be approved this month, as a quorum of members present at this meeting were not in attendance in July. Approval was tabled for the October 2021 meeting.
- AUGUST 2021: Brittan requested a grammatical change (“received” to “receive”). Cunningham moved to accept the August Board of Directors meeting minutes with the noted change. Brittan seconded. August Board of Directors meeting minutes were unanimously accepted with the noted correction.

Knapp reviewed financial documents ending July 31, 2021. VM remains in a solid financial position at the end of July. VM has \$52,000 in the bank, \$120,000 full reserve, and a \$0 balance on the line of credit.

For Q2 2021, VM budgeted to be at 70% of 2019. Actual was 14% over 2019 income. VM received \$115,000 over expected income for Q2. Knapp expects VM will receive more than budgeted in the upcoming November check due to high occupancy during Q3.

The executive committee recommended spending 70% of any extra income over budget on strategic marketing efforts, and saving 30% in case of an economic downturn during the winter. Board members were unanimously in support of this plan, and Towery noted the City would support this path. Staff will move forward with this recommendation.

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

The Board adjourned to executive session to discuss the open board seat following the resignation of Ty Rollins.

The Board re-entered regular session. Following the executive session, Menke left the meeting.

Knapp discussed the Economic Vitality Leadership Committee's recommendation to City Council for allocation of ARPA funds towards two projects: Third Street Streetscape Planning and Economic Innovation Center Planning. Both projects would set the stage for accessing future federal dollars for infrastructure for McMinnville.

Brittan reminded the Board that Rollins was a representative of Visit McMinnville's Board on the EVLC, and that his seat will need to be replaced by another member of the Board. Currently, Brittan also sits on EVLC. Stephenson asked to place this on the October agenda.

Brittan left the meeting.

McGuire gave a marketing meeting, focusing on the web and social engagement and current fall and winter advertising placements.

Knapp and McGuire updated the Board on the following:

- VM is utilizing new messaging within the current campaign look and voice to better reach a post-pandemic audience.
- Knapp has been meeting with many potential new business investors, including Matt Lightner (chef at a new restaurant next to Two Dogs Taphouse, opening Spring 2022) and the new owners of Tommy's Bicycles.
- VM will be helping fund a feasibility study for Quarry Park.

Stephenson left the meeting.

- A strategic planning session to determine best uses of Wine Country License Plate funds for Region 1 (Marion, Polk, and Yamhill counties) will be happening soon.
- Stephenson has been asked to sit on the Oregon Tourism Commission. She will be sworn in in October.
- VM will be applying for a Wine Country License Plate grant on behalf of the International Pinot Noir Celebration. If awarded, VM would pass through up to \$50,000 to IPNC.
- VM will be bringing on new vendors for media relations (Weinstein PR) and digital marketing (Avenue) starting October 1.
- Knapp is participating in conversations on potential uses of ARPA dollars for Yamhill County.
- Knapp will be speaking at the Oregon Main Street conference with Dave Rucklos. He will also be speaking to the Travel Oregon/Oregon Restaurant and Lodging Association's Tourism Leadership Academy.

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The meeting was adjourned at 10:50am.

The next meeting will be held on October 20, 2021 at 9:30am via Zoom.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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