

Visit McMinnville

Board of Directors Agenda
Wednesday, October 19th, 2022
9:30-11:30am
Brittan Tasting Room

Call to Order

- Review September Minutes
- Review September Financials

- VM Creative Campaign Presentation: Nicole Sakai, Factory North and Thread Creative

- Marketing & Comms Report + Creative Campaign Ad Plan (Kitri)

New Business

- Oregon State University + Resident Sentiment Survey
- Datafy Update
- Travel Oregon Advocacy Summit
- Oregon Tourism Leadership Academy + Kitri
- Oregon Tourism Commission Meeting

Old Business

- VM Office Space
- VM + Stewardship/Support for Downtown
- CRUSH
- Parks & Rec Revenue Feasibility Study
- Cycle Oregon Grants + MDA
- McMinnville EV Grant
- Poached + Hospitality Support
- Cycling Committee – Oregon Trails Summit + Travel Oregon
- MEVLC + City Updates
- Foundations Mural Project