

Visit McMinnville

Meeting of the Board of Directors
April 20th, 2022

1. Call to Order
2. Review of Minutes
3. Executive Committee
 - a. Board Seat Vacancy Discussion
 - i. Next Steps: Courtney
 - ii. Reestablishing Nominating Committee
 - iii. Timeline
 - b. Presentation of Revised Vision Mission Values
 - i. Next Steps
 - c. DEI Work Plan
 - i. Update: Courtney
 - ii. Next Steps
4. Recommendation on Organizational Title Changes & Job Descriptions
5. Finance
 - a. Review Monthly Financials
 - b. Proposed FY23 Budget & Plan
6. Marketing Update
7. Old Business
 - a. CRUSH Publication
 - b. FEAST
 - c. Governor's Conference on Tourism
 - d. Workforce
 - e. Oregon 22
 - f. MEVLC Updates
 - g. Destination Development Project + Quarry Park
8. New Business
 - a. McMinnville Pride Festival
 - b. The Ground + The Plant
 - c. Spring/summer influencer campaigns
 - d. Spring/summer new campaign production
9. Updates from Board
10. Adjourn