

Visit McMinnville
Meeting of the Board of Directors
March 30th, 2022

- I. Call to order
- II. Review of Minutes
- III. Executive Committee
- IV. Approval of annual review and taxes for submission
- V. Board Seat Vacancy Discussion
 - A. Vision Mission Values Conversation
 - B. DEI Work Plan
 - C. VM Org Chart
- VI. Finance
 - A. Review monthly financials
 - B. Proposed FY23 Budget & Plan
- VII. Marketing
 - A. Report on social media
 - B. Report on earned media
 - C. Crush Publication
- VIII. Old Business
 - A. Feast
 - B. Governor's Conference on Tourism
 - C. Workforce
 - D. Oregon 22
 - E. MEVLC Updates
 - F. Destination Development Project + Quarry Park
- IX. New Business
 - A. Wine Country Pride
 - B. The Ground + The Plant
 - C. Spring/summer influencer campaigns
 - D. Spring/summer new campaign production
- X. Updates from board
- XI. Adjourn

