

Visit McMinnville
Board of Directors Meeting
April 15, 2020

Board Attendees: Erin Stephenson, Ellen Brittan, Kellie Menke, Jen Feero, Jeff Towery, Courtney Cunningham, Dani Chisholm, Ty Collins, Emily Howard, Cindy Lorenzen

Absent: Maria Stuart

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill

Knapp called the meeting to order at 9:38 am. Meeting was held via Zoom conference call.

Knapp presented the minutes from the March Board of Directors meeting. Brittan moved to approve the minutes as presented. Chisholm seconded. The motion to approve the minutes as presented was passed unanimously.

Knapp reviewed financial documents from March and year-to-date. Visit McMinnville has \$75,000 in reserve and the line of credit still sits at \$0. Currently the organization has \$286,000 in the bank. VM is over budget year-to-date in revenue, and marketing expenses are under by \$500.

Knapp reviewed a potential cash flow projection for March through end of June. VM expects January & February 2020 revenue to be flat with 2019, and March TLT revenue to be down 80% over 2019, resulting in a TLT check of roughly \$95,000 for Q1 to be paid out in May. VM anticipates carrying about \$72,000 over into the next budget cycle, starting in July 2020.

Chisholm moved to approve financials as presented. Lorenzen seconded. The motion to approve the financials as presented was passed unanimously.

Knapp shared a proposed budget plan for Fiscal Year 2021, estimating income of ~\$479,000 (roughly half the income of 2019). Stephenson noted that VM's contract with the City would allow usage of the \$75,000 reserve during this time if VM needed or wanted to use it.

Knapp stated he feels the best path forward is to focus VM's dollars and energy into marketing/advertising to pull in as many consumers as possible when recovery moves forward. The funds VM spends are discretionary, and VM avoids signing long term contracts, so the organization could be flexible and pivot easily. VM would also limit the use of vendors and rely on staff time. To do this, he proposed keeping all three full time staff members.

The Visitor Impact Study from Dean Runyan should be delivered soon, which will give VM great baseline information. VM still intends to complete this study annually moving forward. The next iteration would be April 2021 at a cost of ~\$11,500.

Stephenson recapped the City Council meeting from April 14, 2020 and reminded all present the legal uses of TLT, which were confirmed in the presentation by the League of Oregon Cities at the Council

meeting. Menke suggested that if VM taps the line of credit (currently completely paid off with \$120,000 available) that we should be careful in case the LOC introduces a bill in the 2021 legislature that would use TLT for projects other than tourism promotion. Mayor Hill felt the Council was satisfied with presentations from LOC and VM.

Towery said the next steps for the City would be to check in with Council at the April 28, 2020 Council meeting, or the first meeting in May, and then offer a first presentation of the proposed contract with a budget and business plan at the first meeting in June.

Knapp reiterated that VM has pulled back all paid advertising at this time, and ended partnerships with some vendors, in an effort to save money.

McGuire reported on marketing. Website visits were down about 26% in March, but social media was still seeing good engagement. This is likely due to a pivot in content, supporting local business stories through fun Instagram content, and keeping Facebook audiences engaged with blogs on how to support local efforts. Media relations were great in March, seeing the highest impressions ever in one month (over 3 million), thanks to big hits in CNN, Yahoo! News, and others. McGuire reviewed plans for a new campaign, "Our Roots Run Deep."

Knapp is working with the Stable Table, the Economic Vitality Council, community leadership, and more on grants, plans for recovery, and other projects – including a database website built by Buildable to offer information on what restaurants and activities are open during quarantine.

Brittan noted that McMinnville is in a strong position for tourism recovery. She agreed that marketing should be VM's focus moving forward and that staying top of mind for potential future visitors is critical.

Knapp spoke with Leslie Caldwell of Visit Newberg. Their budget was cut to only \$95,000 for next year.

Knapp updated the group on Bill Stoller's purchase of Evergreen Aviation & Space Museum.

###

The meeting was adjourned at 10:35 am.

The next meeting will be held on May 20, 2020 at 9:30am at PLACE TBD.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

###