

Visit McMinnville
Board of Directors Meeting
April 18, 2018

Board Attendees: Ty Rollins, Jeff Towery, Jen Feero, Ellen Brittan, Dani Chisholm, Emily Howard, Cindy Lorenzen, Erin Stephenson

Absent: Courtney Cunningham, Maria Stuart, Kellie Menke

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Steve Rupp, Scott Hill

Knapp called the meeting to order at 9:35am. Minutes from the prior meeting were reviewed. Brittan moved to approve the minutes. Howard noted a small change and seconded the motion. Minutes were approved with the noted change.

Financials from February were reviewed. Knapp noted that as expected, financials are running lean, especially with a few large expenses that were partially unexpected and partially mis-timed. P&L for February looks positive due to timing of expenses and receipt of funding from the city.

Year to date financials were reviewed by Brittan. Revenues are above expectations by ~\$35,000. Professional fees are below expectations, mostly due to limited need for professional services. Marketing expenses are over budget due to several small individually approved but unbudgeted for expenses, which includes the group sales feasibility study, making expenses over budget by \$42,000. Brittan moved to approve the February financials. Feero seconded. Financials were unanimously accepted as presented.

Brittan noted that net income at the end of February looks straightforward, however it was noted that there were additional expenses in March to account for, such as an awkwardly timed two month payment for Comcast, Little Green Pickle expenses for the NYC activation, and website expenses. An additional check was received from the city for \$27,000 in March. The next payment from the city is expected in May, anticipated for \$98,000 but possibly higher. A payment will be made on the line, and VM will fund the rest of the cash reserve. That will put VM in a negative cash position at the end of May but will bring our obligations to the city into line.

Knapp reviewed the second round of goals and objectives for FY19.

Knapp reviewed the revised budget plan for FY19 that aligns with the presented goals & objectives. Towery noted that when presenting to the city council, Knapp should note the reserve amount on hand and that we should put placeholder amounts instead of blanks for the planned yet unknown marketing expenses. Towery also suggested that in the city council presentation that VM should present a high level, rolled up budget instead of specific expenses. He also suggested presenting in quarters instead of monthly. The presentation to council will be May 22, 2018. The May board meeting will happen prior to that, so any final corrections can be made prior to the council review.

Stephenson suggested presenting a job description for our expected new position to the May board meeting. Towery noted that the city's economic development strategic plan will also be nearly completed in May and that VM should make sure to align key VM objectives with the strategic plan goals. Group sales goals were reviewed; it was noted that VM should highlight spending on group sales for the council presentation.

McGuire discussed marketing efforts. As social media advertising was turned off in March due to reorganized spending on other opportunities, social media follower growth slowed significantly but engagement has remained strong. McGuire also discussed the NYC McMinnville pop-up media event, billboard mid-contract renegotiations, and presented a TV advertising recap. McGuire noted that VM was not given a Willamette Valley Visitor's Association grant for \$2,000 to complete a Public Art & Gallery walking map, but that VM will be proceeding on that project without the grant funds. She also noted that VM has just received the final reporting form for the Travel Oregon Small Grant, and that following completion of this report we will be able to receive the remaining \$2,000 owed from Travel Oregon towards website expenses.

Knapp reviewed:

- County/regional tourism efforts.
- Wayfinding.
- Cycling & BLM.
- McMinnville Public Art & Galleries Map.
- Evergreen Aviation & Space Museum & The Falls.
- Oregon Governor's Tourism Conference.
- Media group activation in partnership with WVVA & The Atticus.

Brittan noted updates with IPNC and the Salmon Bake event.

Knapp closed the meeting at 11:25am. The next meeting will be May 16, 2018.

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Minutes respectfully recorded and submitted by Kitri McGuire, Marketing Manager for Visit McMinnville.