

Visit McMinnville
Board of Director's Meeting
December 13, 2017

Board Attendees: Erin Stephenson, Emily Howard, Ellen Brittan, Jeff Towery, Maria Stuart, Cindy Lorenzen, Ty Rollins, Dani Chisholm, Jen Feero, Kellie Menke (by phone)

Absent: Courtney Cunningham

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Steven Rupp, Ben Perle, Charlie Johnson, Ryan Johnson, Laura Davis, Jennifer Nice, Chelsey Nichol

Knapp called the meeting to order at 8:37am. A round of introductions was made with guests.

Brittan moved to accept the minutes from the November board meeting. Lorenzen seconded. Minutes were passed unanimously.

Knapp and Brittan reviewed financial documents with the board. TLT revenue from last quarter was roughly \$212,000. VM also received grant dollars from Travel Oregon. VM made a payment on the line of credit. Currently VM has roughly \$21,000 cash on hand.

Overhead expenses were roughly \$24,000. There was a slight discrepancy in professional fees due to the audit with Bernards & Associates. Marketing expenses in November were roughly \$38,000. VM is currently under budget due to timing issues – funds for projects that are committed but not yet paid out. Lorenzen moved to approve presented financials. Howard seconded. Financials were approved unanimously as presented.

Johnson Consulting presented a destination analysis, followed by questions from the board. The board will consider their analysis prior to the January strategic planning session.

McGuire gave a marketing report. Social media accounts are lagging behind goal. Website visitors are roughly on goal, and trending nearly +8% YOY. McGuire also presented results from a year-long social media comparison between VM and other similar-size Oregon visitor markets.

Knapp reported on his visit to the ODMO conference in December, and noted that McMinnville will be the host destination for 2018's ODMO conference. He also reported on the progress of the Taste McMinnville Month campaign and other current marketing efforts.

Knapp closed the meeting at 11:45am. The next meeting will be the Strategic Planning Day at McMenamins Hotel Oregon on Wednesday, January 17, 2018.

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