

Visit McMinnville
Board of Directors Meeting
February 20, 2019

Board Attendees: Courtney Cunningham, Maria Stuart, Ellen Brittan, Kellie Menke, Jeff Towery, Cindy Lorenzen, Ty Rollins, Emily Howard

Absent: Erin Stephenson, Jen Feero, Dani Chisholm

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Steve Rupp, Diana Riggs, Scott Hill, Dennis Lewis

Knapp called the meeting to order at 9:34am.

Introductions to guests were made. Guests were invited for public commentary:

- Dennis Lewis informed the board of the efforts and board members of Visit Newberg, newly formed DMO in Newberg, Oregon.
- Diana Riggs informed the board of her new project, Mac Market, which will open in Summer 2019 in the former Huberd Shoe Grease building.
- Steve Rupp informed the board of several new art acquisitions for the city, including one that will be placed on 1st & Cows and one in a roundabout on Hill Road. Both will be installed Summer 2019.

Minutes from the January board meeting were reviewed. Cunningham moved to approve the minutes as presented. Lorenzen seconded. Minutes from the January meeting were approved unanimously as presented.

The Executive Committee suggested that Nick Prelog, Visit McMinnville's CPA, not join every meeting. He will continue to review financials every month prior to meetings. The board supported that suggestion and Nick will be called in during future meetings as needed.

The line of credit is currently \$55k, recently paid down by \$40k. The first two quarters of city funding received is approximately \$505k.

TLT received in February (for calendar Q4) was higher than anticipated. Total TLT was \$250k (last year total TLT was \$176k). This results in a net difference in \$11k for VM above budget. Rollins noted that Best Western came online in January. He noted that business at Comfort Inn was even with last year. Brittan suggested the board review the excess next month to determine what to do: pay down the line, invest in a strategic marketing opportunity, or something else.

Howard moved to approve financials as presented. Rollins seconded. Motion to approve financials as presented was passed unanimously.

Knapp presented the Travel Oregon revenue forecast. VM will take these numbers into consideration as the budget for FY 2020 is prepared this coming month.

McGuire presented the marketing report. Several media pieces in publications with large circulations hit in January, so VM saw a large number of non-paid media impressions and are now at 154% of yearly goal. Website visits continue to perform above last year, with a 23% increase year over year and 10% higher than January 2018. Facebook continues to lag for followers but engagement and impressions are still performing well. Instagram continues to perform very well. Paid media placements are growing in impressions, but engagement is down slightly as January was the 3rd month for the same creative in the marketplace.

Knapp presented on successes in group sales. OMEGA gymnastics brought 6,000 people in early February. The McMinnville Short Film Festival was the same weekend. VM invested in transportation for guests to bring them into downtown for food and shopping. Flight Centre is a travel company out of Vancouver BC – it's one of the largest travel companies in the world – and their leadership team is coming to McMinnville in Summer. Mojo Travel will also be coming in September 2019.

Knapp presented potential board retreat topics for review (retreat will take place Monday, Feb. 25).

Knapp reviewed upcoming SB 595, which gives municipalities the option of realigning up to 40% of DMOS' 70% of funding protected under current law to support affordable workforce housing.

Knapp updated the board on the following:

- Willamette Valley Visitor's Association was granted the 6 year Travel Oregon RMDO contract.
- Amity received a Travel Oregon grant for rebranding. They will be working with Holly McFee to develop that brand.
- Visit Newberg is a new organization as of February 19. Visit McMinnville will continue to work with their organization to ensure success in our region.
- There is progress on the Salmonberry Trail and Yamhelas Trail. The board will discuss what role VM should play in the progress at the retreat.
- Knapp and McGuire attended the Oregon Wine Symposium in early February.
- Knapp and McGuire will be attending the Oregon Governor's Conference for Tourism in April.

Mayor Hill noted he is leading a delegation to Washington DC with McMinnville Water and Light for a variety of meetings, including several meetings regarding the Dundee Bypass.

Brittan noted that the latest numbers state that the Oregon wine industry is a \$7.6 billion economic impact on the state (up approximately \$1 billion from last year).

Knapp closed the meeting at 11:19am.

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