

Visit McMinnville
Board of Director's Meeting
February 28, 2018

Board Attendees: Erin Stephenson, Maria Stuart, Courtney Cunningham, Ty Rollins, Kellie Menke, Jeff Towery, Jen Feero

Absent: Ellen Brittan, Dani Chisholm, Emily Howard

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Laura Davis, Steve Rupp, Nick Prelog (by phone)

Knapp called the meeting to order at 9:37am. Cunningham moved to approve the minutes, with her marked grammar corrections. Lorenzen seconded. Minutes were approved unanimously, pending grammatical changes.

Knapp and Prelog reviewed the financials, starting with the P&L. He noted there's a large variance with the feasibility study payment, but that that expense was approved by the board. Ending cash was \$112,000 at the end of December. Budget for January was \$46,000; VM was slightly over budget on marketing expenses due to catching up on expenses from Q4 and other timing variables. Budget for February was \$53,000. Prelog noted that in February VM did draw \$10,000 on the line of credit but paid it back within the month. Knapp noted there is an expected expense of the final wayfinding payment for Sea Reach. Cash on hand at the end of February will be \$38,000.

Knapp noted that as VM brought in more revenue than expected, the city had to vote to release the overage of funds to us. The vote passed at the city council meeting on February 27, and the overage of funds will now be released.

Knapp reviewed the schedule for the FY 2019 budgeting process:

- Knapp will present an initial budget at the March Board meeting
- Second round of budget presented at the April Board meeting
- Final budget presented to City Council in May

Feero moved to accept the financials as presented. Stuart seconded. Financials were approved unanimously.

Knapp reviewed STR data through September 2017. Currently data from the city is showing a normalized TLT growth of 9.3%. Knapp will send out additional normalized data to the board.

Stephenson gave a review of the Executive Committee meetings, which also serves as the personnel committee. She noted that reviews have been given for both Jeff and Kitri.

Towery gave an update of the rental property review; they have found roughly 20 rental properties not submitting TLT, and they will be deciding on a course of action for resolution. He also reviewed land use discussions that the city is having.

McGuire gave a marketing review; website visits in January and February are way up month-over-month and year-over-year due to Taste McMinnville Month advertising. Social account likes were up only moderately due to investment being diverted to support Taste McMinnville Month. Knapp and McGuire reviewed the new website, which has improved sorting, filtering, and search, as well as images, mapping, and full descriptions for every listing. The new database also lays the groundwork for future improvements.

Towery suggested having a joint meeting with council on the group sales feasibility study. He would like to bundle it with a budget presentation in May. Knapp will schedule a date with Melissa at the city.

Discussion was held on:

- Upcoming April media event in New York.
- Upcoming grant application efforts for a city wide arts map.
- County wide tourism efforts.
- Olde Stone Village / RV TLT.
- Knapp spoke at the City Club & Oregon Wine Symposium.
- Taste McMinnville Month recap.
- New printed materials: dining map and Wine Walk passport.
- New MDA Director.
- Wayfinding.

Knapp closed the meeting at 11:28am. The next meeting will be March 21, 2018.

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