

**Visit McMinnville**  
**Board of Directors Meeting**  
**January 16, 2019**

**Board Attendees:** Erin Stephenson, Courtney Cunningham, Maria Stuart, Ellen Brittan, Kellie Menke, Jeff Towery, Dani Chisholm, Cindy Lorenzen, Ty Rollins

**Absent:** Emily Howard, Jen Feero

**Staff Attendees:** Jeff Knapp, Kitri McGuire

**Guests:** Steve Rupp, Nick Prelog, Scott Hill

Knapp called the meeting to order at 9:30am.

Steve Rupp spoke as part of public commentary. He attended the airport meeting and reported on findings and opportunities. McMinnville airport is the 3<sup>rd</sup> busiest privately owned airport in Oregon. More information on opportune zones are listed on the City of McMinnville's website.

Minutes from the December 19, 2018 were reviewed. Brittan moved to approve minutes as presented. Chisholm seconded. Motion to approve minutes was passed unanimously.

Prelog presented financial reports to the board. He noted that QuickBooks will be updated with approved additional marketing expenses by next month. Personnel numbers have also been updated. \$374,000 is currently in the bank; \$75,000 of that is the cash reserve. Brittan noted that we paid down the line of credit by \$45,000 in December. The line currently sits at \$55,000. Knapp noted that financials presented include the slightly reduced expected income. Knapp will look into whether it's financially beneficial to make another small payment on the line after receipt of February income from the City.

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

McGuire presented marketing reports and large social media comparison report of local and like destinations. Digital advertising with color block creative continues to perform above expectation, but a creative refresh will be welcome in February to re-engage audiences. Facebook net followers are trending down, a trend VM is seeing across many DMOs and destination. Engagement is still strong, and Instagram and Twitter net followers are still growing. December was a strong month in media relations, with several pieces in A level media outlets. VM hosted two media guests in December, both lifestyle/food influencers, from the Portland and Seattle markets.

Knapp reported on VM's recent photo and video shoot that took place January 8-9. Deliverables will be 5 different video commercials, cut at varying lengths for various media, and 5-6 unique pieces of photography that will be cropped and used for digital, social, billboards, print, and more. VM team is very positive about the direction of the creative. Learnings from the project include being more communicative with affected businesses when a large crew comes to town.

Conversation was had on opportunities with Oregon Film; VM will continue to reach out on opportunities in this area with their locations website for scouts, and more.

Rachel Adams was introduced the board. Rachel will be working in a part time contract position for VM to bring group business and event travel to McMinnville.

Stephenson reported that she has been asked by Todd Davison, CEO of Travel Oregon, to apply for a position on the Oregon Tourism Commission. She has done so, and will inform the board of the progress of her application.

Knapp discussed programming for the February Board Retreat. Board members are encouraged to attend and to reply with available dates.

Knapp reported:

- The VM website has been updated with new brand logo, fonts, colors, and other design standards.
- Jody Christensen is now working on a regional level for the Governor's office for economic development. Doug Montgomery has backed out of temporarily leadership of MEDP and the board is working to find a replacement.
- The MDA is also looking for Farmer's Market leadership and new marketing communications/ events personnel.
- WVVA is going to be presenting their RFP to Travel Oregon next month. Knapp will send the RDMO reports to the board monthly.
- Updates were given on the current situation at the Evergreen Campus and Three Mile Lane developments.
- VM is supporting OMEGA Gymnastics and communicating with local businesses about the Top Gun event taking place February 8-10. Event organizers expect 6000+ attendees.

Towery reported on the business license efforts at the City level. The issue will be in front of the City Council within the next two months.

Next month, Knapp will report on the strategic and economic plans at the City.

Knapp closed the meeting at 11:30am. The next meeting will be February 20, 2019.

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