

Visit McMinnville
Board of Directors Meeting
January 16, 2020

Board Attendees: Erin Stephenson, Maria Stuart, Emily Howard, Kellie Menke, Courtney Cunningham, Ellen Brittan, Cindy Lorenzen, Ty Rollins, Dani Chisholm, Jen Feero

Absent: Jeff Towery

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Lisa Itel, Joe Strunk, Erin Gilchrist

Knapp called the meeting to order at 9:33 am.

The Board reviewed minutes from the December Board of Directors meeting. Cunningham moved to approve the December minutes as presented. Chisholm seconded. Approval of the minutes from the December 2019 meeting was passed unanimously.

Knapp presented the annual review of Visit McMinnville financials from Bernards & Associates. Visit McMinnville's annual review is a requirement of VM's agreement with the City. Lorenzen moved to accept the financial review. Cunningham seconded. The financial review was accepted unanimously.

Knapp presented the final November financials: balance sheet and P&L. Brittan noted the line of credit was paid off completely in November. Expenses in November were on track with expectations. She noted that revenue was higher than expected, and that VM has spent higher accordingly. Chisholm moved to approve the financials as presented. Lorenzen seconded. November financials were approved unanimously as presented.

Knapp reported out on the newly formed economic vitality committee, now an official advisory committee for the City. The committee was originally created as a project of the stable table committee, as a support to the city's economic strategic plan.

Knapp noted that at the strategic planning session on January 27, 2020, Jessica Monzeiko will be facilitating the meeting. The goal of the planning meeting is to explore options and opportunities for the future of the organization.

Mayor Hill noted that the council that exists today is different than when VM first got off the ground, and that it will be important to bring new councilors along. Menke suggested inviting councilors to attend some or part of the planning. Stephenson suggested inviting councilors to attend Board meetings regularly; Hill and Menke agreed.

Joe Strunk reviewed ORS 320.300, which defines how local entities may use TLT, as well as a 2008 document from the Oregon Dept. of Justice fielding a letter from Todd Davidson of the Oregon Tourism Commission asking for clarification on how organizations can spend their 70% on "tourism related facilities."

Stephenson asked specifically about conference centers. Strunk noted that a conference are included in what TLT dollars can be spent on, but that he would advise the City to consult an attorney for their read on the most appropriate way in which to do that, as it would be a tough case to prove that the majority of use was to drive tourism. He also noted that what municipalities “can” do and “should” do are two very different questions, and he is only presenting on what “can” be done.

Lisa Itel described current statewide tourism landscape and what it means to be a destination management organization. She noted that several organizations in the state, including Travel Oregon, are defining that currently. Organizations that are doing this well include the City of Bend and the Oregon Coast Visitors Association.

Brittan suggested the Board consider Joe Strunk to create the contract for VM and the City. Cunningham concurred.

Updates:

- VM staff will be going to ODA Conference.
- VM has a new hire: Jamie Corff, Marketing Coordinator. She will begin on Feb. 3, 2020.
- Economic vitality committee.
- Assemblage Symposium.
- Agritourism progress.
- Cycling – Cross Crusade on county land.

McGuire gave a marketing update for the month of December 2019. Website traffic is roughly equal to the previous fiscal year. Social media followers and engagement continues to grow, slowly and steadily. January is the start of VM’s marketing push in Seattle; VM has placed radio, TV, digital, and print ads with aligned messaging to partners also marketing in that area for extra lift. McGuire will be speaking at the ODA conference later this month and the DMA West Tech Summit in March.

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The meeting was adjourned at 11:45am.

The next meeting will be held on February 19 at 9:30am at a location TBD (with a new hire, VM is running out of space!)

The strategic planning meeting will be held on January 27 at 9:00am at Kaos Building.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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