

Visit McMinnville
Board of Director's Meeting
January 17, 2018

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

Absent: none

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Nick Prelog, Karen Lipven

Knapp called the meeting to order at 9:05am. Board reviewed minutes. Brittan noted a time change, 8:37am instead of 9:37am. Brittan moved to approve with that correction. Lorenzen seconded. Minutes were approved as corrected.

Prelog presented financials. He noted that marketing expenses are \$12,000 below budget, and the board can assume that will be spent prior to end of fiscal year. City funding is up \$25,000 over projection. Grant income should be evened out; we earned \$37,500 in grants and budgeted number is \$40,000. He noted that personnel expenses are below budget; overhead expenses are spot on.

Prelog noted that \$35,000 is earmarked for cash reserves. Expenses in December were \$77,000, higher than expected because of unbudgeted items (feasibility study payment). Projected cash on hand is \$52,000. However, VM is trending towards \$31,000 in cash at end of February, due to the feasibility study payment.

Knapp noted that expected income in February is based on a 4% growth projection, and that VM has been averaging 22%, so next month's income should be higher than expected. He noted that the goal is to have \$75,000 in reserves at the end of June. Brittan confirmed we are on track to do that.

Stuart moved to approve the financials as presented. Cunningham seconded. Financials were approved unanimously.

Knapp presented 3-year financial forecasts, built with the help of Nick Prelog and Michelle Senior. By June 2019, with 4% growth, VM's expected income total is \$831,938. Rollins suggested that in February's meeting the should board discuss occupancy rate increases vs. rate increases, and that the board review STR reports, city data, and demand to get a clearer picture of how VM is making a difference.

McGuire reviewed marketing and Taste McMinnville Month. Twitter is on goal, but Instagram and Facebook are trending below goal, despite multiple efforts to boost likes. With changes in social media algorithms expected soon, McGuire suggested that social media efforts have a different metric of success next fiscal year.

Knapp noted the former President of the Newberg Chamber, Sheryl Kelsh, is no longer with their organization. He is meeting on Friday with Carr Biggerstaff, Chair of their Chamber board, to talk about tourism and their goals.

VM is helping to promote SIP! in March.

VM is expecting a full scope deliverable on wayfinding from Sea Reach by end of month. VM will use that document to apply for a Travel Oregon medium grant of \$100,000 with a 10% match in the spring.

The website design and database migration is on track. QA is happening next week. The site launch with basic functionality and get more and more detailed as we add more data.

Knapp and McGuire gave a brief update on TEDxMcMinnville, which will be held at Linfield College on January 26, 2019.

Knapp gave an outreach updated. He will be speaking at the Oregon Wine Symposium and City Club in the coming month. VM hosted Greeters last week.

Knapp closed the meeting at 10:00am. The next meeting will be February 21, 2018.

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