

**Visit McMinnville**  
**Board of Directors Meeting**  
**July 18, 2018**

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

**Absent:** Erin Stephenson, Dani Chisholm

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

**Guests:** Scott Hill

Knapp called the meeting to order at 9:35am. Minutes from the June 2018 meeting were reviewed. Cunningham moved to approve the minutes as presented. Brittan seconded. Minutes were unanimously passed as presented.

Knapp and Brittan presented the financials, starting with the balance sheet. Cash position at end of May was \$54,000. Since then, VM has added to that balance to reach the goal of \$75,000. Brittan noted that the balance sheet is as expected with no variances. P&L document was presented by Brittan. City funding was above expectations by \$11,000. Closing income for the year is \$638,020. Overhead expenses are running \$6,900 under budget. Marketing is running over by \$7,500 due to expected and approved expenses. Personnel expenses trending slightly lower than expected. Currently VM is \$15,000 net over budget. June expenses were \$33,047. Brittan noted that VM will pull from the line of credit to make it through to the August check from the City, which will get the organization back into a strong cash position. VM will start paying down the line of credit, if used, in November after a check is received from the city.

Rollins suggested reviewing year over year, normalized data for the increase in TLT at our next meeting. Knapp noted that Nick is out this summer but that year end financials will be reviewed in September. Howard moved to approve the financials as presented. Lorenzen seconded. Financials were unanimously approved as presented.

McGuire reviewed June monthly and end-of-fiscal year marketing reports. EOY reports included successes and learnings in digital marketing, traditional marketing, website, social media, and media relations.

Knapp noted to the board that Ty Rollins' and Cindy Lorenzen's terms have expired, and that both would like to sign on for an additional 3 year term. Brittan moved to accept Rollins and Lorenzen for another board term. Howard seconded. Both were welcomed back unanimously. Brittan noted that the board needs to vote on officer appointments, which should have happened in January. The board agreed to discuss positions at next month's meeting with Board Chair Stephenson present.

Knapp discussed the following:

- Yamhill County Tourism Partnership

- Willamette Valley Visitor's Association strategic planning
- The Falls Event Center
- Factory North – Branding & Campaign Creation
- Art Walk Map
- Cycling Integration to Website
- Water Trail Investigation
- Linfield Data – Wine Industry Wages & Jobs Numbers
- Draggin' the Gut – new iteration as Cruise McMinnville
- Sunset Magazine – McMinnville a “Top Travel Destination”
- Mack Theater Update

Knapp closed the meeting at 11:17am. The next meeting will be August 15, 2018.

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