

Visit McMinnville
Board of Directors Meeting
July 17, 2019

Board Attendees: Courtney Cunningham, Jeff Towery, Kellie Menke, Ellen Brittan, Maria Stuart, Emily Howard, Dani Chisholm, Cindy Lorenzen

Absent: Jen Feero, Ty Rollins, Erin Stephenson

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Steve Rupp, Laura Davis

Knapp called the meeting to order at 9:31am.

The Board reviewed minutes from the June meeting. Ty Rollins attended and was incorrectly noted as absent; correction noted. Brittan moved to approve the minutes with noted amendment. Howard seconded. Motion passed unanimously, with the noted amendment.

Board reviewed financial documents. The line of credit sits at \$55,000 and reserve is at \$75,000. Expenses for June will be roughly \$10,000 over budget due pre-payments on future budgeted events and it is expected that these will even out. Knapp presented a cash flow document that shows Visit McMinnville will make a payment of \$25,000 on the line of credit after the August TLT income. Chisholm moved to approve the financial documents as presented. Lorenzen seconded. Motioned to approve the financial documents as presented was passed unanimously.

McGuire gave a marketing report. Social media efforts are being rewarded by Facebook and Instagram algorithms with higher reach and engagement, so VM staff feels current efforts are on the right track. Website visits were at 86% of goal, but 14% over last year. There will be lots of media guests in McMinnville in July and August, brought to town by VM efforts as well as Travel Oregon, WVVA, and other organizations. VM helps with these itineraries to ensure a great experience for media guests. VM will have new printed pieces within the next 4-6 weeks (including a rack card and walking map). VM will be gathering new welcoming photo/video content in August and are prepping for that now.

Board members Feero and Howard have terms up. Brittan moved to accept nominations for both members for one additional three year term each. Cunningham seconded. Motion to accept nominations for Feero and Howard passed unanimously and both were granted one additional three year board term.

VM will have a work session with the City of McMinnville on Sept. 18 at 5:30pm. Topics will include VM history, sharing data on tourism, and discussing future opportunities. Mayor Hill encouraged the board to be present and share in discussion with the council. Councilor Menke encouraged local stakeholders to be present as well to share their experience.

Knapp reviewed economic development efforts in the City. The City is seeking two VM board members to sit on the steering committee that meets quarterly to provide insight and oversight on their plan.

Chisholm will sit on the committee for the MDA. Brittan has offered to sit on the committee, Cunningham will be an alternate. The board will reach out to lodging representatives Stephenson and Rollins to potentially sit in the remaining seat.

Knapp attended an economic urbanization meeting. Discussion was held on the urban growth boundary and what the community will need in short and long term city planning.

Knapp has joined an affordable housing homelessness subcommittee in a communications role.

Updates:

- Willamette Valley Visitors Association has hired an executive director. The first board meeting with her will be this week.
- The group guiding county tourism development efforts has been progressing. The group is currently steering towards development efforts and less on marketing.
- VM has been working with the new executive director at Visit Newberg.
- There will be a new RV park just north of Dundee.
- Knapp has been meeting with BLM regional leadership regarding recreational cycling opportunities and development. Over the next 4 years BLM will be putting in several million dollars on development in the Nestucca River Corridor. Meetings have also been held with public cycling enthusiast leaders and Commissioner Kulla.
- VM staff will be attending the ESTO Conference in Austin in August.
- McGuire submitted a grant request for \$15k to help cover costs for VM's upcoming large media effort in New York City. Travel Oregon will inform us on if we received funds in August with payout in September.
- There is now a fleet of scooters with helmets, located at Allegory and Flag & Wire.

Mayor Hill updated the board on a development on the corner of Alpine & 9th – ½ the property has been sold, on the Alpine side, and will be built out as 8 total tiny homes (1 an office, 7 as short term rentals) called the Boutique Retreat.

Mayor Hill will be attending the state of Oregon mayor's meeting.

Towery will be attending a city manager's national conference and is on the planning committee for the association conference in Portland in October 2021. The board felt that a VM presence there would be appropriate. Towery updated the group on the Oregon International Air Show. They are expecting approximately 12k people per day for the main event Sept. 20-22, with activities all week long.

Rupp noted that the national conference of Ferrari owners will take place in Portland in July 2021.

The meeting was adjourned at 11:05am.

There will not be a meeting in August due to board member conflicts. The next meeting will be held September 18 at 9:30am at the Visit McMinnville offices.

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