

**Visit McMinnville**  
**Board of Directors Meeting**  
**July 15, 2020**

**Board Attendees:** Erin Stephenson, Ellen Brittan, Kellie Menke, Jen Feero, Emily Howard, Courtney Cunningham

**Absent:** Maria Stuart, Ty Rollins, Jeff Towery, Cindy Lorenzen, Dani Chisholm

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

**Guests:** Scott Hill

Knapp called the meeting to order at 9:35 am.

Minutes from the June Board of Directors meeting were reviewed. Only four Board Members present were also present at the June meeting. Review and approval of June minutes was tabled and will be placed on the August 19, 2020 agenda.

Knapp reviewed the current financial documents. Visit McMinnville currently has \$76,000 in the bank and \$75,000 in reserve. Accrued back revenue from the City of McMinnville will be included in the normal check in August, which will arrive likely the 3<sup>rd</sup> week of that month. This back revenue is due to the City of McMinnville extended the deadline to pay lodging taxes with no penalty until July 30).

Visit McMinnville's end of fiscal year (FY20) total income was \$877,000, which was over budget (but not as much over as expected, due to COVID-19).

The income from the May check from the City of McMinnville was \$63,000. Towery has stated in the past that he expects the additional amount from this time period that will be added to the August check will be approximately \$40,000.

Knapp noted that VM will be starting fiscal year 2021 with approximately \$23,000-\$30,000 in the bank. The organization is planning for a 60% decrease in revenue for FY21. Big mile markers will occur in August and November.

Brittan noted that Visit McMinnville pulled \$40,000 from the line of credit last month, as planned.

Cunningham moved to approve the financial documents as presented. Feero seconded. The motion passed unanimously and financial documents were approved as presented.

Stephenson led a conversation on tourism sentiment, which seems to be staying flat but projections have it rising slightly starting in late September/early October. Willamette Valley has had the highest occupancy rates in the state. VM projections show that McMinnville occupancy is currently around 30-35%. STR data will be available next week.

Knapp reviewed conversations with the City of McMinnville and Visit McMinnville's presentation to the City Council on the contract. The new 5-year contract was approved unanimously by the Council.

Mayor Hill commended the VM board and staff for their hard work on creating a contract everyone is happy with and that will lead our community into the future.

McGuire reviewed marketing efforts for June and current projects. Website visitors are doing well considering there was no active paid advertising in the marketplace. Current followers on social media are staying engaged, as VM has invested a lot of time in creating content for Instagram stories, blogs, and more. PR results for June were low but picked up significantly with some big wins in early July.

VM has started paid advertising again, proceeding cautiously and promoting outdoor activities to start. Strategy for current projects is to invest resources in projects that have high PR/storytelling value, so if VM has to pivot away from paid ads again that the organization can still put interesting content out there through our blog, social media, and traditional media channels.

Knapp and McGuire gave the following updates:

- VM's involvement in a variety of diversity, equity, and inclusion efforts.
- The YCTP has submitted bylaws to Yamhill County to become an official advisory committee to the Commissioners.
- The Stable Table is working on several grant applications as a group to benefit the City and businesses.
- There will be highway closures along Hwy 18 that will affect traffic flowing into downtown.
- Travel Oregon's statewide lodging tax has hit the sunset date, and has lowered from 1.8% to 1.5%. TO is hoping to have a reinstatement of the 1.8% on the agenda for the August special session.

Stephenson noted that Stuart, Cunningham, and Brittan have all agreed to another Board term.

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The meeting was adjourned at 10:28am.

The next meeting will be held on August 19, 2020 at 9:30am.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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