

**Visit McMinnville**  
**Board of Directors Meeting**  
**June 20, 2018**

**Board Attendees:** Erin Stephenson, Maria Stuart, Emily Howard, Ty Rollins, Courtney Cunningham, Ellen Brittan, Kellie Menke, Jeff Towery

**Absent:** Cindy Lorenzen, Jen Feero, Dani Chisholm

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

**Guests:** Brad James, Steve Rupp, Carolyn Smithrud, Laura Davis, Darragh Flood, Nick Prelog (via phone)

Knapp called the meeting to order at 9:32am. Minutes from the May 2018 meeting were reviewed. Brittan moved to approve minutes as presented with the amendment to clarify that the item needed to be changed to the 2018-2019 Business Plan noted was the addition of Dani Chisholm to our board list. Cunningham seconded. Minutes were approved with the noted amendment.

Knapp reviewed the financial reports. He noted that VM will begin tracking marketing expenses on a project basis so that Michelle knows what has been committed and what to expect. Nick Prelog was called in to review financials, beginning with Budget v. Actual in April. Expenses were closely in line with budget. Travel expenses were slightly higher, due to travel to the PR event in New York.

Marketing expenses are over by roughly \$77,000 due to the website overage, media expenses, wayfinding project, feasibility study, and out-of-home advertising (all known and approved expenses), but cuts were made in other marketing areas to even these out. He noted the Visitor Development funds were \$5,000 and not spent; Brittan suggested the board think of that as funding towards the group sales feasibility study.

City income is not reflected in the April numbers, because the check was received in May. Funding was over what was expected by about \$9,200; for the year, with grant income and year to date city funding overages, VM's income was roughly \$45,000 more than expected.

P & L was reviewed. Finances were tight through April until VM received the May funds from the city, which was higher than expected (as noted above) which helped with cash flow. Prelog noted that we may need to pull some funds from the line of credit to cover current expenses until the next check is received from the city in August. \$28,000 cash on hand is expected at the end of this fiscal year, but there are still some outstanding expenses which will likely lead to cash on hand of approximately \$20,000 at fiscal year end.

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

Brad James from the McMinnville Downtown Association presented to the board about upcoming goals and tactics that the MDA will be implementing in the next year.

McGuire reviewed marketing for the month of May. Social media followings on all platforms continue to grow, despite having cut funding to social advertising. However, the growth goals will not be met for the year in Facebook and Instagram. Unique website visitors continue to outpace last year, despite having cut funding to search engine marketing. VM is expected to have grown annual web visitors by roughly 21% year over year by the end of June. VM welcomed two media guests in May, and received a lot of media hits, many thanks to a partnership with McMenamins that drew media for the UFO Festival.

Knapp discussed the upcoming Public Art & Gallery Map. It is currently in the final draft stage and will go to print in the next 1-2 weeks.

Knapp discussed VM's upcoming cycling efforts on the website, with a partnership with Portland company Ride with GPS, as well as a potential Travel Oregon grant application for safe cycling signage and fix stations on county roads.

Knapp reviewed the RFP VM sent to 5 regional creative agencies for upcoming work on a 2-3 year creative campaign and branding.

Knapp reviewed the YCTP and WVVA progress. Knapp reported on his first WVVA board meeting. Discussion was held on the direction of VM involvement in YCTP and WVVA. Stephenson suggested the board consider all options discussed and to make this topic a priority for the next meeting.

Towery reviewed the Smoke-Free 3<sup>rd</sup> Street initiative. Area covered is 3<sup>rd</sup> Street from Adams to Johnson, and side streets up to 50 feet from 3<sup>rd</sup> Street. The ban includes vape pens. It also is inclusive of the state rules, such as no smoking within 10 feet of a door. Second reading of the ordinance will be at next week's council meeting. There is also a new code of conduct for the parking structure that will be in effect starting this weekend.

Knapp has been participating in the city's economic development and strategic planning efforts. Towery discussed current status with the committees and public engagement. The final plan should be in front of the council in late August.

Knapp noted that ORLA won their recent suit against the city of Bend for diverting \$350,000 of TLT funds to road repair.

Knapp noted that the Oregon Tourism Commission appointed Maria Ponzi to their board, which directs Travel Oregon efforts. This is positive for the Willamette Valley and the wine industry.

Knapp noted that VM has chosen not to participate in WVVA's Pinot in the City Denver, but instead will participate next May in the PITC event in Chicago.

McGuire gave a recap of the inaugural Scottish Festival. Organizers were pleased with the event, which brought in roughly 3,000 people. They project next year's event will draw 4,000-5,000. They will deliver zip codes from attendees so VM knows how many guests were out of town vs. local.

VM hosted the Great Britain delegation leader in McMinnville, who were checking out Linfield College as a potential training site for the IAAF World Track & Field Championships in 2021. It is likely that McMinnville will be a host city to a delegation, and this was the first of many expected visits.

Knapp asked the board to please share summer travel schedules with him to ensure that quorum is met at all board meetings. Knapp shared that he will be out on medical leave in late July/early August.

Knapp closed the meeting at 11:29am. The next meeting will be July 18, 2018.

# # #

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