

Visit McMinnville
Board of Directors Meeting
June 19, 2019

Board Attendees: Erin Stephenson, Courtney Cunningham, Jeff Towery, Kellie Menke, Cindy Lorenzen, Ellen Brittan, Maria Stuart, Ty Rollins

Absent: Jen Feero, Emily Howard, Dani Chisholm

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Steve Rupp, Susan Clements

Knapp called the meeting to order at 9:38am.

The board welcomed public guests. Susan from Visit Carlton addressed the board.

McGuire reviewed the marketing report. Website visits will come in slightly below goal, but are up over 15% compared to FY18. Social media channels saw a lot of engagement around the UFO Festival. VM entertained two PR guests, one from Martha Stewart Living and one from Boulevard Magazine. Advertising budget was ramping down slightly for the summer during the month of May, so not as many impressions were gained. However, we're getting better at targeting the campaign creative so ad placements are more effective. A new series of Instagram story ads ran this month that were highly effective. Knapp noted that we will be collecting creative content – videography and photography – the last week in August.

Knapp reviewed minutes from the May board meeting. Brittan moved to approve the minutes as presented. Lorenzen seconded. Minutes from the May board meeting were approved as presented.

Brittan reviewed financial documents. Line of credit is currently sitting at \$55,000, a plan is in place to pay it back completely within the next fiscal year.

Revenue is up \$11,000 over budget due to higher TLT revenue. VM is slightly under budget in overhead, and is on budget for marketing expenses. Personnel is slightly over budget due to incentive compensation on the higher revenue. Overall expenses are over budget by \$7,000 for the month of May, which was expected. Cunningham moved to approve financials as presented. Stuart seconded. Financials were approved unanimously as presented.

Knapp presented fiscal year 2020 budget document (approved by the City of McMinnville in early May), including May and June of FY19, to allow the board to review cash flow from FY19 into FY20.

Knapp reviewed a document outlining board member terms, and reviewed the bylaws regarding board member terms. The board will vote at the July meeting to approve next terms for several current members. The board will discuss methods for improving connectivity and communication with leaders from other industries, as suggested by Councilor Menke, at a future board meeting.

Towery and Knapp discussed the Economic Vitality Council, on which two VM board members will sit for a three year term. This group will meet quarterly to share information and advise the City Council. Knapp will send an email to all VM board members requesting volunteers.

Knapp reviewed a short term vacation rental analysis document. Estimates through VM's data collection show that there could be 50% additional revenue available from vacation rental owners within City limits that are not collecting and/or submitting TLT to the City. VM will write a letter for the City to include with their notifications with all the benefits vacation rental owners receive from VM.

Updates:

- VM will be discontinuing the Wine Walk program over the coming months, and will send out messaging to all stakeholders.
- Upcoming new rack card & walking map printed piece.
- Upcoming conversations surrounding VM's contract with the City, including work sessions with the Council over the coming months.
- Board involvement in community outreach and communication to service clubs, city leaders, business owners, etc. VM staff will create materials (presentation, handouts, etc.).
- WVVA is hiring an executive director; they are interviewing a final candidate tomorrow.
- Leslie Caldwell was hired as the executive director at Visit Newberg; they are getting their organization up and running.
- YCTP applied for a grant from Yamhill County to create a creative asset library that could be used by all communities for tourism promotion.
- MDA is applying for a grant from Travel Oregon to install wayfinding kiosks on existing benches in downtown McMinnville; VM has been assisting with their application.
- VM is applying for a Travel Oregon grant to help fund the upcoming New York media activation.
- The Oregon Air Show will be coming to McMinnville Sept. 20-22, 2019. VM will connect them with local vendors. 15,000 expected attendance.
- VM has been working with a group of local cycling enthusiasts, including County Commissioner Kulla, to create economic impact through outdoor recreation. Efforts include creating trails and courting events such as cyclecross. Knapp is meeting with a wide variety of organizations that are disparately working on cycling efforts (Oregon Timber Trail, Travel Oregon, etc.).
- Knapp will join the Affordable Housing Committee at the recommendation of City Councilor Drabkin.

VM staff will be attending ESTO, the national DMO conference in Austin, in August. The Board recommended that August's board meeting be cancelled, and that fiscal year-end financials (which will be closed by that point) be reviewed at the September board meeting.

Knapp closed the meeting at 11:30am.

The next meeting will be held Wednesday, July 17 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.