

Visit McMinnville
Board of Directors Meeting
June 17, 2020

Board Attendees: Erin Stephenson, Ellen Brittan, Kellie Menke, Jen Feero, Cindy Lorenzen, Courtney Cunningham, Dani Chisholm

Absent: Maria Stuart, Ty Rollins, Jeff Towery, Emily Howard

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill

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

Minutes from the May Board of Directors meeting were reviewed. Chisholm moved to approve the minutes as presented. Cunningham seconded. The minutes were approved unanimously as presented.

Knapp and Brittan reviewed the financial documents. Brittan noted there is nothing unexpected on the balance sheet. At the end of April, VM was tracking slightly above in income, while expenses were tracking slightly under. Knapp's cash flow projections has the organization ending the fiscal year with \$37,000. The reserve fund balance sits at \$75,000. The line of credit as a \$0 balance.

Brittan noted VM has not received the full TLT payment from the city yet, which would normally be sent in May. VM is expecting that amount to be around \$40,000, and this amount is not included in current financial documents as it could vary. Lorenzen moved to approve the financials as presented. Chisholm seconded. Financials were unanimously approved as presented.

Knapp presented a final proposed budget for FY2021, which had previously been reviewed by the Executive Committee and Nick Prelog. The total projected revenue for VM for FY2021 is \$476,000. Knapp noted that the strategy could (and likely will) change several times throughout the year. Stephenson suggested elevating business retention and recruitment as a priority, as that is something our community will likely need.

Knapp reviewed the key points of VM's new contract with the City of McMinnville, including contract length, a future uses project, a provision for potential legislative changes, increased mandated reserves, and that a revised business plan must be sent to the City if VM's revenue exceeds budget by 10% or more. VM will present the business plan, budget, and contract to the City Council on June 23.

Chisholm moved to approve the budget and business plan for FY2021. Lorenzen seconded. The proposed budget and business plan for FY2021 were unanimously approved.

Chisholm moved to accept the contract between VM and the City of McMinnville as presented. Cunningham seconded. The contract was unanimously accepted.

Knapp reviewed visitor data from Dean Runyan, received by Visit McMinnville in April. Of note is that Leisure & Hospitality is the 4th largest employer in Yamhill County, and that consumer spending growth

in McMinnville 2015-2019 vastly outperformed spending in the County, Willamette Valley, and the state of Oregon.

McGuire gave a marketing update. Website traffic is picking back up. While DMOs are still not able to advertise tourism messages due to the Governor's non-essential travel ban, VM continues to tell engaging stories from all visitor-related industries to stay top of mind to potential future visitors and encourage positive local spending behaviors within the community. VM also is pushing PR heavily during this time to amplify those stories through trusted voices.

Updates:

- YCTP bylaws have been created to become an official advisory committee on the visitor economy to the County Commissioners.
- VM is working with the MDA to assist with the closure of 3rd Street on the weekends in the summer, including PR efforts, photography, and street art design.
- VM researched applying for an EDA grant along with MEDP, but ultimately decided it did not fit our needs. VM applied for a Travel Oregon COVID recovery grant, but did not receive one (roughly 80 grants were available, and 332 applicants).
- The UFO Fest has been canceled for 2020 and is planned now for May 2021.

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The meeting was adjourned at 11:00am.

The next meeting will be held on July 15, 2020 at 9:30am.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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