

Visit McMinnville
Board of Directors Meeting
March 20, 2019

Board Attendees: Courtney Cunningham, Cindy Lorenzen, Ty Rollins, Erin Stephenson, Jen Feero, Dani Chisholm, Emily Howard

Absent: Maria Stuart, Ellen Brittan, Kellie Menke, Jeff Towery

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Steve Rupp, Diana Riggs, Scott Hill

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

Knapp welcomed public comment. Diana Riggs spoke on the community open house for Mac Market; approximately 300 people attended.

Minutes from the February 20, 2019 meeting were reviewed. Chisholm moved to approve minutes with one amendment, that Emily Howard be added to attendees. Howard seconded. Minutes were unanimously approved with noted amendment.

Knapp reviewed financial documents. First, he reviewed the balance sheet from January; he noted in December our budget was trued up so profit & loss statements now appear differently from prior meetings. Dues & subscriptions were over budget due to the decision to invest in STR reports. Marketing also over, but this was due to timing with payments for January creative assets. This will even out and show VM to be on budget by end of year. The line of credit currently sits at \$55k. VM will make payments to pay off the line of credit in full by November 2019. Feero moved to accept financials as presented. Cunningham seconded. Financials were unanimously approved as presented.

Knapp talked through SB 595 and potential impacts for Visit McMinnville. Discussion was held by board members and guests.

Knapp reviewed the marketing and strategic plans Visit McMinnville staff is proposing for FY2020, as well as a suggested budget to make those tactics happen. Discussion was held on the proposed plans and budget. Members of the board supported the direction presented by staff and Knapp will bring a final draft for the board to review in April and vote on in May.

McGuire reviewed a marketing report. Facebook followers are staying steady, Instagram is growing. VM intends to invest in ads on social media that direct targeted consumers to visit the VM website, but not invest in ads to add followers at this time. Website visits are still up year-to-date; February 2019 compared to February 2018 was low due to the increased Taste McMinnville Month ads from last year. Earned media impressions gained a big bump due to some reposts of articles in high-traffic sites (MSN). Advertising will begin to switch creative before the end of the month, starting with billboards and a national full page ad in *Alaska Beyond*, Alaska Airlines' in-flight magazine.

McGuire shared a document with examples of forthcoming ads in a variety of settings so board members are aware of what will be running.

Knapp reviewed a group sales report from contractor Rachel Adams. In addition to meeting with local business owners, she is making connections with organizations and businesses statewide to increase awareness of McMinnville as a group travel destination.

The Board strategic planning event will be April 10th.

Knapp updated the board on the following topics:

- Visit McMinnville hosted WVVA and WVWA boards to facilitate discussion on upcoming opportunities for partnerships
- VM staff will be attending the Governor's Conference in Eugene in April. McGuire will be pitching a grant at a live panel with MDA Director Brad James.
- Yamhill County Tourism Partnership is having discussions on destination development.
- The Oregon Wine Board has integrated winery tasting room listings with OTIS. Wineries only have to enter in information in one place and it will be automatically updated to any website using the OTIS database (visitmcminnville.com is an example).
- VM staff attended a Visit Newberg meeting to advise on strategy and hiring an Exec. Director.
- VM staff attended a meeting for Granary District business owners to define their district.
- VM staff attended a meeting on opportunities as Three Mile Lane improvements get made
- VM met with the BLM regarding opportunities for hiking, camping, and mountain biking in the Nestucca River Corridor. VM will present some of these ideas and findings to the County.
- The Oregon Air Show is interested in moving to McMinnville this year; this move is not quite final but looks promising.
- A new mural will go up on the side of La Bella Casa this month.

Knapp closed the meeting at 11:35am.

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