

Visit McMinnville
Board of Directors Meeting
March 21, 2018

Board Attendees: Erin Stephenson, Maria Stuart, Courtney Cunningham, Kellie Menke, Jeff Towery, Jen Feero, Ellen Brittan, Dani Chisholm, Emily Howard

Absent: Cindy Lorenzen, Ty Rollins

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Carolyn Smithrud, Steve Rupp, Nick Prelog (by phone)

Knapp called the meeting to order at 9:34am. Guests were introduced.

Minutes from the Visit McMinnville (VM) February 2018 Board of Directors meeting were reviewed. Feero moved to accept the minutes as presented. Cunningham seconded. Brittan absented due to absence at the previous minutes. Minutes were approved unanimously.

Prelog was called in. Financials were reviewed, starting with budget v. actual from January 2018. There was an unexpected \$500 fee for the line of credit (this will be accurately budgeted for in FY19). Overhead expenses were on target, with a few exceptions for timing issues. There were a few large expenditures due to collateral purchases and website development. Prelog noted that in previous months, marketing expenses had lagged behind budget so now VM is catching up.

Year to date financials were reviewed. Grant income is slightly higher than expected. Marketing expenses are higher than expected, due to the feasibility study. Personnel expenses are under budget; Prelog is addressing this in FY19 budget.

Cash flow documents were reviewed. Prelog took the Board through the flow from January to what is expected through end of year. In April, it looks like VM will need to pull \$13,000 from the line of credit due to timing of expenses. VM expects to receive TLT funds from Q1 2018. At the end of June VM expects to be at about \$15,000 in cash on hand. Cash reserves would be fully funded at \$75,000, and the line of credit would be around \$50,000. Both of those numbers meet organizational goals.

Knapp and Prelog reviewed a 3 year revenue forecast document and high level budget for FY2019. VM is expecting a 4% TLT increase in FY2019 for a total income of \$831,000. Brittan noted that based on current projections VM will be in a deficit position in the summer prior to the August 2018 payment from the City. Brittan suggested that VM use the summer to get into a positive cash position. Knapp noted that at April's meeting VM will present a more detailed draft budget, with a final document ready for May to deliver to the City.

Knapp reviewed proposed Goals & Objectives for FY2019. Mayor Hill noted that several of the larger objectives may be better served with a sub-committee to focus on specific objectives. Brittan noted that committees typically report back monthly to the board, and one consideration may be that a VM board member sits on each committee. Towery noted an addition of partnership with the upcoming

strategic planning effort happening at the City. Brittan noted she'd like to see us partner with other city organizations to lead hospitality training for front-line service staff. Knapp will review

McGuire reviewed marketing efforts for February 2018. Earned media continues to well exceed expectations. Social media audience growth continues to lag, but engagement is still good. McGuire is putting effort into driving more traffic to the VM website through social media, rather than investing in social media advertising for audience growth. Website traffic is just slightly behind goal, but up over 20% YTD over FY18. McGuire reviewed marketing successes from February's Taste McMinnville Month effort and the related Win an Oregon Wine Country Adventure sweepstakes. A review of the marketing have taken place and VM will address successes and improvements for next year's efforts.

Knapp reviewed the current statewide tourism structure and the plan for the Yamhill County tourism meeting later today.

Knapp discussed:

- NYC media activation
- City of McMinnville vacation rental zoning
- Safety Committee update from the City
- OWB + OTIS
- Grants for visitor data
- Cycling as a destination development topic
- Atticus hotel opening

Knapp closed the meeting at 11:35am. The next meeting will be April 18, 2018.

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