

Visit McMinnville
Board of Directors Meeting
May 15, 2019

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

Absent:

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Steve Rupp, Holli Wagner, Diana Riggs

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

Introductions to the board and staff were made to guests. Rupp noted there was a new sculpture installed at the roundabout at Hill & Wallace Rd.

Brittan moved to approve minutes from the April 17, 2019 meeting. Cunningham seconded. Minutes from the April meeting were approved unanimously.

Financials were reviewed by Brittan. The balance sheet shows the reserve at \$75,000, the line of credit at \$35,000 and receivables/payables as normal. On the P&L, income was \$11,000 over budget for year to date (July to March). Brittan noted that bank fees need to be added to next year's budget, as they are not included currently. Stuart moved to accept the March financials as presented. Chisholm seconded. Financials for March were accepted as presented.

Knapp reviewed cash flow; \$215,000 TLT revenue was received for Q1. This is a 38% increase year over year. Knapp noted we made an over-payment to the line of credit, ending operating cash of approximately \$90,000. VM is on budget for May and June with no expected extra expenses.

Knapp presented the final draft budget for FY2020 (July 2019-June 2020). TLT revenue increase was calculated at 5%; this is conservative as this fiscal year's normalized increase was 11.6%. VM is intending to pay off the line of credit in full in November 2019.

VM is proposing to spend \$70,000 on overhead and \$560,000 on marketing items including \$247,000 on advertising buys. VM will be expanding into the Seattle market, so while this is the largest amount the organization has ever spent on marketing, with the market expansion this amount will need to be carefully and strategically spent. Other major investments include collateral, website improvements, group sales, a media activation in New York, and creative content production.

Knapp reviewed proposed business plan and council slide deck. Stephenson suggested comparing data to other industries in our region (i.e. manufacturing), and pay data. Menke suggested adding graphs. Stephenson suggested adding comparative data between McMinnville, Yamhill County, and Oregon. Knapp will present extra tourism data to council at another meeting, aside from the budget and plan presentation.

Chisholm moved to accept the FY 2020 plan and budget documents as presented. Lorenzen seconded. FY 2020 plan and budget were accepted unanimously as presented.

Knapp presented occupancy data to the board from STR and AirDNA.

McGuire presented marketing data to the board. Website traffic is up 16% over the previous year. Social media continues to draw steady engagement. VM drew 7 food/beverage and travel influencers to the Mac Food Truck Fest in April and hosted 3 other writers. Advertising was diverse and busy this month with the full launch of the Land of Plenty campaign, including placements in out-of-home, print, digital, social, YouTube preroll, and search engine marketing and retargeting. With efficacy data from April, in May/June we'll be refining those investments to expand on what works and rethink what doesn't.

Knapp presented a group sales report. Adams has been working on submitting RFP documents to draw events, hosting FAM tours for event planners, and researching upcoming Oregon conventions to encourage add-on stays.

Knapp reported on:

- SB595 appears dead in committee, but has not been fully killed yet.
- Collateral is being updated with current branding (maps, rack cards, etc.).
- October New York media activation at VICE Munchies headquarters.
- Various tourism updates in county and region.
- Visit Newberg hired Leslie Caldwell as their executive director.
- VM is calling a meeting with regional wine and travel organizations regarding timing of Seattle messaging.
- Yamhill County Tourism Partnership is focusing on agritourism and destination development. Knapp will be holding a meeting in July with engaged partners.
- Knapp attended the Oregon Outdoor Recreation conference in Bend to push cycling as a destination development opportunity. Brittan recommended reaching out to high-end bike tour companies like Butterfield & Robinson.
- Knapp will attend the Oregon Tourism Commission meeting in Joseph next quarter; Knapp will also meet tourism leadership in Walla Walla.
- Brittan spoke on the Granary District stakeholders group that are working to define and elevate the district.
- McMinnville Downtown Association is wrapping up their search for a new executive director.

Knapp closed the meeting at 11:30am.

The next meeting will be held Wednesday, June 19 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.