

Visit McMinnville
Board of Directors Meeting
May 20, 2020

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

Absent: Maria Stuart, Dani Chisholm, Emily Howard

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill

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

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

Knapp and Brittan reviewed the financial documents. Knapp expects a higher than expected revenue for January and February. The City of McMinnville waived penalties for late/non-payment, so Visit McMinnville's revenue in May will be less than previously expected. Some lodging properties have reported data, but not yet paid. VM's expenses are very fluid right now, with hardly any long-term commitments. Knapp's cash flow projections has the organization ending the fiscal year with \$35,000.

Lorenzen moved to approve financial documents as presented; Cunningham seconded. Financials were approved unanimously as presented.

Knapp presented a plan for moving Visit McMinnville forward through the current situation. He reviewed austerity measures, and presented a plan for the next 6 months. He noted that Hotel Oregon is opening this weekend, and The Allison will open June 4.

Menke noted that the plan feels appropriately conservative and solid. Cunningham agreed. Stephenson felt the plan is nimble, responsible, and conservative, and that flexibility will be very important moving forward.

Brittan noted that VM is in a good position to take advantage of market share during this time with appropriate marketing efforts. She suggested using VM's line of credit instead of reserves, if needed.

Knapp updated the Board that the Willamette Valley Visitor's Association is expanding their board to include stakeholders, something he has been working on with them for over a year.

Knapp and Stephenson reviewed the status of contract negotiations with the City of McMinnville. Both VM and the City feel good about the final draft of the contract. The City Council will vote on the final contract at the June 23 Council meeting.

McGuire reviewed a marketing report and the current local campaign, Our Roots Run Deep. Efforts aim to encourage and reward positive local spending behaviors within the community. Tactics have included

a wildflower seed gift with purchase, a local musician playlist, McMinnville Zoom backgrounds, community member and business spotlights on social media, and more.

Knapp and McGuire updated the Board on the following:

- 3rd Street going pedestrian-only Friday-Sunday starting mid/late June
- Tourism industry update
- Current grant applications: EDA and Travel Oregon
- Conversation with new Wings & Waves marketing agency
- Funding access and opportunities for local small businesses

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The meeting was adjourned at 11:35am.

The next meeting will be held on June 17, 2020 at 9:30am.

Meeting minutes recorded and respectfully submitted by Kitri McGuire.

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