

**Visit McMinnville**  
**Board of Directors Meeting**  
**May 16, 2018**

**Board Attendees:** Erin Stephenson, Jen Feero, Dani Chisholm, Jeff Towery, Kellie Menke, Cindy Lorenzen, Ellen Brittan (by phone), Ty Rollins, Courtney Cunningham

**Absent:** Emily Howard, Maria Stuart

**Staff Attendees:** Jeff Knapp, Kitri McGuire

**Guests:** Scott Hill, Joan Drabkin, Steve Rupp, Carolyn Smithrud

Knapp called the meeting to order at 9:34am. Board reviewed minutes from April's meeting. Feero moved to approve the minutes. Lorenzen seconded. April minutes were approved unanimously as presented.

Knapp reminded the Board that VM will be presenting the business plan, feasibility study, and proposed budget to the City Council on Tuesday, May 22. The Council has invited Board members to attend the pre-meeting at 6pm.

Brittan was called in to review financials, beginning with the balance sheet ending March 31, 2018. No exceptions or anomalies were noted. Budget v. actual was reviewed; Brittan noted that Nick Prelog's hours have been lower than expected, resulting in lower than expected professional fees. Marketing was slightly higher than budget with the billboard and NYC activation, which were expected.

Budget v. actual July thru March was reviewed. City funding is running \$30,000 above our budgeted 4% increase YOY. Other revenue included ~\$40,000 for grants. Marketing expenses are running over by \$68,000, mostly due to the feasibility study, billboard, and wayfinding commitments. Personnel expenses were spot on. Feero moved to accept the financials as presented. Chisholm seconded. Financials were accepted as presented.

Brittan reviewed the balance sheet for March 2018. April expenses were roughly \$42,000. TLT revenue from the city in May is \$108,023. Funding of the cash reserve will happen at the end of May. Expected June expenses are roughly \$25,763. Brittan noted that VM met all financial goals in FY18.

Knapp reviewed the projected budget for FY19. Knapp noted that specific marketing budget line items will be filled in after our campaign direction is established.

Knapp reviewed VM's FY19 Business Plan. Stephenson noted to the board that the 9% stretch goal for TLT revenue growth is normalized to include new rooms in-market.

Brittan reviewed the tool she and Prelog developed to quickly forecast how much cash on hand VM has to accurately cover expenses between checks from the City.

Lorenzen moved to approve the business plan as presented, with one noted change (adding Dani Chisholm to the Board of Directors page). Chisholm seconded. Business Plan was approved unanimously, with one noted change.

McGuire reviewed the Marketing Report. Website visits are steady but lagging slightly behind goal; visits are up over 20% YOY. PR and earned media continues to do well with impressions at over 177% above goal.

Knapp reviewed the following topics:

- Oregon Governor's Conference on Tourism. Jeff spoke at a session.
- ODMO conference and Oregon Tourism Commission quarterly meeting will be in McMinnville in December.
- Grants – the Wayfinding grant application will not be moving forward due. This is a strategic decision that will allow the Wayfinding program to align with other City strategic plans that are currently in progress. This also opens up the opportunity for VM to apply for grant dollars for an additional project.
- Knapp has been appointed by the Yamhill County Tourism Partnership to sit on the WVVA board for a limited time. YCTP is now at about 18 people, representing stakeholder industries and all cities. Meetings will be held twice per month. The goal is to set up a sustainable tourism entity that meets stakeholder-driven goals for economic development through tourism in Yamhill County.
- Local cycling. BLM will be starting a multi-million dollar project to improve roads and trails in the Nestucca River Corridor. VM will be researching using Ride with GPS to imbed interactive cycling maps on our website.
- Knapp will be interviewing more potential group sales consultants.
- VM is looking to complete a Rural Tourism Studio program through Travel Oregon.
- City Business License update.
- Yamhelas Trail meeting with public testimony. Chisholm reported the county commissioners voted against it.

Knapp closed the meeting at 11:20am. The next meeting will be June 20, 2018.

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