

Visit McMinnville
Board of Director's Meeting
November 15, 2017

Board Attendees: Erin Stephenson, Emily Howard, Ellen Brittan, Jeff Towery, Kellie Menke, Courtney Cunningham, Maria Stuart, Cindy Lorenzen

Absent: Jen Feero, Ty Rollins, Dani Chisholm

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Steven Rupp, Nick Prelog (phone)

Knapp called the meeting to order at 9:37am.

Brittan moved to approve the previous meeting's minutes. Stuart seconded. Motion was passed unanimously.

Knapp presented Visit McMinnville's financial review. The board recommended that for next year's review, Knapp should look into options for vendors.

The board reviewed the monthly financial statements. Brittan confirmed that overall we are on track to meet our yearly financial goals. Nick Prelog was called in. He noted a few small discrepancies, but stated they were reasonable, especially with timing. Knapp reviewed grant income and schedule to receive those funds, as well as other income for wayfinding expenses. Prelog confirmed that aside from a few timing differences, VM is on track to meet budget. Knapp noted that we brought in \$212k TLT from Q3, which was above what was expected. Brittan recommended that VM focus on paying back the reserve, then make a payment to the line of credit, so we can make our commitment to the City a priority. The board was in agreement. Knapp noted that the feasibility study was not budgeted for and should be taken into consideration while numbers from the TLT increase are reviewed.

Knapp noted that he has tasked Nick with creating a 3 year financial forecast in preparation for the January 2018 board retreat. Brittan asked Knapp and Nick to create a set of assumptions so the board understands the basis the numbers are built on.

Lorenzen moved to approve financials & yearly review. Cunningham seconded. Financials & yearly review were passed unanimously.

Knapp presented TLT income to date, alongside normalized data for Aug/Sept (8% v. 10%).

McGuire reported on Marketing numbers from October 2017. Facebook is below target, Twitter is ahead of target and Instagram is right on target for follower growth. McGuire went through Pinterest reporting numbers for the first time. Earned media ballooned slightly in October with the visit of Betsy DeVos to town. VM hosted one writer from the Society of American Travel Writers conference.

Website unique visitors are trending downward currently, which we expected based on last year's winter baseline. VM is still on track to meet the website visitor goal.

McGuire reviewed progress on Taste McMinnville Month, including a "Win a Culinary Adventure Sweepstakes" during February online. Winner will receive 2 round trip tickets from Alaska Airlines, tickets to Bounty of Yamhill County, rental BMW, and a stay at the Atticus Hotel.

Knapp noted the board strategic planning session on January 17, 2018. He also noted that Johnson Consulting will be at December's board meeting.

McGuire & Knapp presented VM's new website design, which uses Travel Oregon's OTIS database to provide filtering, sorting, and searching abilities. New features include updated navigation on desktop and mobile, sorting/filtering abilities on category pages, and other homepage features.

Knapp noted that we'll be investing in video creative, which will result in a new :30s commercial and several :15s social media spots. VM will be shooting video Dec 10-12.

Knapp mentioned WVVA's grant request for marketing dollars, using Sparkloft Digital media firm. Knapp's recommendation is that we align with them.

Knapp discussed the current status of Travel Yamhill Valley and WVVA, and reviewed WVVA's stakeholder meeting on Nov. 2.

Knapp noted the McMinnville, TN app that used VM's elements and the resolution of the situation.

Knapp noted his involvement with city's progress on economic development strategic planning, including hiring a company to do a study. He's also been working with the MDA interview committee to hire a new Executive Director.

Knapp noted the city's safety committee. Hill updated the group on early wins for the group, including no smoking area in downtown and more. They are building definitions for things like what loitering is, harassment, etc. They will present a 2-month review to the Council soon.

Knapp attended the planning commission meeting last month on vacation rentals. The city has engaged an intern to find all rentals and make sure they are reporting and submitting TLT. We should have a better idea on how dense the VR market is.

Rupp addressed the board regarding art for two new roundabouts on Hill Road and Wallace Road. He asked the board to consider a gift of \$2,000-\$3,000 per each installation so he can seek a matching grant.

Knapp reviewed progress from the wayfinding committee. Hill noted that including historic information would allow us to apply for grant money.

Knapp closed the meeting at 11:35am. The next meeting will be the Wednesday, December 13, 2017 from 9:30am-11:30am.

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