

Visit McMinnville
Board of Directors Meeting
October 16, 2019

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

Absent: Jeff Towery

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Steve Rupp, Holli Wagner, Scott Hill, Heather Richards

Knapp called the meeting to order at 9:30 am.

Minutes from the September Board of Directors meeting were reviewed. A change to the start time was noted. Brittan moved to approve the minutes with the suggested amendment. Chisholm seconded. The minutes from the September meeting, with the noted amendment, were approved unanimously.

Brittan reviewed financial documents. Currently Visit McMinnville has ~\$175,000 in operating cash, with \$75,000 in reserve. Last quarter VM's revenues were higher than expected by ~\$43,000, and expenses were up ~\$17,000 accordingly. Marketing was the largest expenditure; other expenses included a higher bonus due to the larger income and the New York media activation. VM is also expecting income from Travel Oregon and Willamette Valley Wineries Association of approximately \$8,500 total.

Chisholm moved to approve financials as presented. Cunningham seconded. The financial documents were approved unanimously.

McGuire reviewed September's paid advertising efforts, which included a full page print ad in *Portland Mercury's* Portland Handbook, paid social and digital ads, search, and billboards. In October & November, VM is placing ads on 5 Portland-area radio channels and also placing a full page ad (the first of 4) in *Alaska Beyond*.

Knapp & McGuire gave a report on October's New York City media activation. The event was located at VICE media headquarters in Brooklyn. The event had over 50 attendees and had a major impression on VICE media employees as well. VM expects long term, very positive results from this effort.

Knapp also had a meeting with Kathleen Squires during the trip. Businesses from McMinnville included in the activation were Pizza Capo, Suzor Wines, Hundred Suns Wines, Remy Wines, Allegory Brewing, and Heater Allen Brewing. Other partners in the activation were Travel Oregon and Willamette Valley Wineries Association.

Knapp presented options for placement of the mural created by Mitch Horning during VM's New York media activation. The board offered direction and Knapp will return to the board next month with additional options.

Knapp shared a new anthem video with the board. Hill suggested showing it at the Mayor's State of the City event in January.

Knapp gave a group sales report. Flight Centre, the world's largest group/package travel agency, was hosted in McMinnville for 3 days, the intention of which was to encourage increased packaged corporate and individual travel. This weekend is the Portland Venue Crawl, which includes 6-7 busses of brides and grooms to tour McMinnville wine country wedding venues. Adams is continuing to recruit agencies and corporate groups for events in McMinnville.

Heather Richards joined the group to review a proposed plan and discuss opportunities for mindful city growth.

- UGB has not grown in 30 years. The process to expand normally takes ~5-10 years; the City of McMinnville is hoping to speed that up to less than 2 years.
- Planning for 50 year growth (as of 2017). Planning to submit in 2021 to the state of Oregon.
- Project advisory committee is considering all different sides of the project; Knapp sits on that committee.
- Richards is asking the board to complete a matrix with opportunities for tourism needs over the next 50 years, prior to the City's next meeting on November 14. Knapp will send a calendar request for a larger conversation with the board.

Knapp presented to the Board the need to add a new staff person. Discussion was held on staffing needs and a two year plan for opportunities in partnership with the City. Rollins asked to see the effect on VM's budget, updated job descriptions for current staff, and a job description for a new staff person. Feero moved to approve a new position titled Marketing Coordinator. Motion was tabled pending a review of the suggested documents to board members, which Knapp will send via email. Board suggested a vote via email to move quickly to get a staff person on prior to the end of the year.

The board is in support of having a strategic retreat in January. Brittan suggested a Monday or Tuesday. Knapp will send a calendar request to board.

Stephenson asked staff to put together a research doc for the board to discuss, covering data on marijuana dispensaries as tourism assets, and best practices from other similar communities.

The meeting was adjourned at 11:55am.

The next meeting will be held on November 20, 2019 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.