

**Visit McMinnville**  
**Board of Directors Meeting**  
**October 17, 2018**

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

**Absent:** Dani Chisholm, Ty Rollins

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

**Guests:** Scott Hill, Factory North representatives, Steve Rupp

Knapp called the meeting to order at 9:35am. Stephenson noted the next meeting is the day before Thanksgiving. Knapp will send out a Doodle poll to see if the board is aligned on skipping or rescheduling.

Stuart moved to accept the minutes from the September 19, 2018 meeting. Brittan seconded. The motion was passed unanimously.

Knapp and representatives from Factory North, a Portland creative agency hired by Visit McMinnville, presented the forthcoming brand identity strategy and design, followed by a two-phase creative campaign.

Knapp reviewed financial documents. Cash on hand is \$135,000 not including reserves. Line of credit is at \$100,000, and we'll start paying that down in November with the check from the city.

Big expense exceptions for this month include the one-time brand identity and creative campaign expenses, as well as advertising purchasing and strategy. All other expenses are on target. Extra income included unexpected unpaid grant income, deposited in September. Expected cash on hand in November will be approximately \$304,000, to use over the next 3 months for expected overhead and marketing expenses, as well as pay down the reserve.

Lorenzen moved to approve the financials as presented. Cunningham seconded. The motion was passed unanimously.

Public comment: Steve Rupp noted the Arts Committee has now closed applications for an art installation for the Hill Road roundabout, which should be completed and installed in May. Rupp also discussed upcoming murals, including one being painted soon on the side of the La Bella Casa building.

McGuire discussed marketing report and Longwoods International study commissioned by Travel Oregon. McGuire will send a link to the study to the board.

Knapp and Towery reviewed the update to the law for AirBnB and online vacation rental companies to auto-submit TLT. The City is managing the change and hopes that it results in more accurate tax revenues from vacation rentals.

Towery informed the board he met a videographer who will be working on a video project for Travel Oregon, and wants to film in McMinnville. Towery will connect him to VM.

Knapp reviewed Taste McMinnville Month. VM staff recommends not doing it again this year due to competing messages with our new campaign, and because last year's efforts were paid for via grant funds and not tax income (this year, we don't have those grant funds to execute the program). Without significant updates to the program which will cost significant money and time, and with the conflict with other upcoming messaging, the staff recommends not executing Taste McMinnville Month in 2019.

Knapp reviewed the Omega Gymnastics event in February 2019 and efforts to connect them with community businesses. He will send event dates to the board.

YCTP and WVVA update. Knapp has been helping and guiding their boards through strategic planning, focusing on key messages, destination development, and having actionable, reportable goals.

The Oregon Tourism Commission meeting is still happening Dec. 3-6, but the ODMO conference that was originally planned for that same time has been moved to Central Oregon in late January. The OTC meeting will likely result in about 50 room nights.

Knapp closed the meeting at 11:20am. The next meeting will be December 19, 2018.

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