

Visit McMinnville
Board of Directors Meeting
September 18, 2019

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

Absent:

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Holli Wagner

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

Minutes from the July Board of Directors meeting were reviewed. Brittan moved to approve the minutes from the July meeting as presented. Chisholm seconded. Motion to approve minutes from the July meeting was passed unanimously.

Knapp and Brittan reviewed financial documents from July and August 2019. Chisholm moved to approve the July financial documents as presented. Lorenzen noted \$250 in bad debt; board members supported writing that off. Stuart seconded. Motion to approve July financial documents as presented was passed unanimously.

Knapp noted the few variances from budget in the August financials can be explained by timing issues – amounts that were prepaid for upcoming budgeted efforts. Knapp reviewed the overage in telecom – extra expenditures were made for firewall, battery backups, and other hardware. Lorenzen moved to approve August financials as presented. Chisholm seconded. Motion to approve August financial documents as presented was passed unanimously.

McGuire reviewed a marketing report and noted advertising placements, media relations results, and social media and website stats. Visit McMinnville hosted a national writer and influencer in August, Gillie Houston, as well as a pre-FEAST familiarization tour for writers in early September. VM staff is preparing a full marketing plan for the Seattle marketplace, which will begin to roll out in November. Partners that have aligned with VM in messaging during this time include the Willamette Valley Visitor's Association, the Oregon Wine Board, Travel Oregon, and the Willamette Valley Wineries Association.

Knapp reviewed a group sales report. Rachel Adams is currently working with a variety of tour groups, travel planners, the Yamhill County Fairgrounds, creative agencies, and wedding planners. Visit McMinnville hosted Barbara Logan, the head travel planner for U.S. Travel, who is planning a day itinerary for the large board (est. total attendance of 300) of U.S. Travel in McMinnville during Summer 2020.

Knapp reviewed plans for the City Council work session. The work session will take place tonight, September 18, 2019, at 5:30pm.

Knapp reviewed ongoing projects and news:

- Conversations are ongoing with the City regarding AirBnB submitting TLT directly.
- VM invested in creative content in August, including videography and photography (styled and journalistic). These assets will be used in upcoming paid advertisements, on the VM website, and as social media content.
- VM collaborated with Allegory and Heater Allen on a McMinnville Harvest Lager beer. VM will be taking it to the upcoming NYC media event, and it will also be poured at Allegory and Heater Allen (including at their ORtoberfest event).
- VM will be creating a media activation for 50-60 top tier media in Brooklyn, New York on October 2. VM has tapped partners from Travel Oregon and Willamette Valley Wineries Association to
- Knapp reviewed regional tourism updates, including progress on agritourism programs, county funds to support destination assets, OSU Extension hiring an agritourism expert, and county overall destination development.
- Discussion was held on Urban Growth Boundary expansion efforts at the City.

The meeting was adjourned at 11:15am.

The next meeting will be held on October 16, 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.