

Visit McMinnville
Board of Directors Meeting
September 19, 2018

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

Absent: Jeff Towery, Jen Feero, Dani Chisholm

Staff Attendees: Jeff Knapp, Kitri McGuire

Guests: Scott Hill, Laura Davis, Nick Prelog (by phone)

Knapp called the meeting to order at 9:40am. The board reviewed minutes from the last meeting (July 2018 – August’s meeting was cancelled). Brittan moved to approve the July minutes as presented. Cunningham seconded. Motion to approve July 2018 minutes was passed unanimously.

Knapp and Prelog presented financials, starting with end of year documents. The line of credit balance was repaid at \$75,000, meeting Visit McMinnville’s commitment to the City. We received \$207,000 TLT from the City; surplus dollars went to fund the reserve up to \$75,000, also meeting a commitment to the City. Brittan confirmed with Prelog that our financial documents are in order to hand off to a CPA for end of year review.

Prelog reviewed July’s financial documents. Prelog noted that the Sea Reach payment was rectified in July, hence an expected overage. Prelog reviewed the cash flow forecast for July. Knapp noted that a frontloaded but expected/budgeted payment was made to Factory North; due to timing there was an overage for August. Prelog predicted VM will have exactly the cash amount on hand to cover expenses until the November check arrives that is needed.

Lorenzen moved to accept all financials as presented. Rollins seconded. Financial documents were approved unanimously.

Knapp noted that to meet an agreement to the city, we’ll be engaging Bernards & Assoc. for an annual financial review. Knapp also noted a strategy to normalize TLT for new properties including RV parks. Of note: hotel occupancy was up 5%, TLT was up 10%. Some questions remain on the Best Western; VM staff will follow up with the new GM.

A new law passed July 1 that vacation rental digital platforms like AirBnB will now require users to pay taxes in order to use the system. Each platform will collect tax dollars from users and remit funds to the city.

McGuire reported on marketing. July saw the largest number of unique web visitors in VM’s history. Social platforms continued to grow, with a series of Instagram takeovers added many new followers to VM’s account. Media visitors in August included a busload of Portland area beer writers, as well as an individual beer writer from the NW Beer Guide and a nationally syndicated wine radio personality. Media impressions are up due to many of the larger pieces getting reprinted in smaller publications.

Knapp reviewed the following:

- Branding and campaign strategy and work done by Factory North and Avenue.
- Cycling website page updates.
- Regional tourism update & strategy. Menke would like Knapp to inform board members when YCTP meetings happen.
- ODMO/OTC upcoming meetings in McMinnville, Dec. 3-6.
- FEAST report.

Steve Rupp & Laura Davis reported on public art & Linfield College, including the new president's inauguration in March, which VM is assisting with, that should draw about 150 people to town.

Mayor Hill reported on the forthcoming City strategic plan. City also has a new HR director.

Knapp closed the meeting at 11:30am. The next meeting will be October 17, 2018.

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