



**TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES
FEBRUARY 7, 2018, 4:00 PM
Wastewater Treatment Plant
2301 Wyooski Road**

Chair Lewis called the meeting to order at 4:00 p.m.

ROLL CALL

Members Present:	Dennis Lewis, Chair	Shelia Nicholas, Vice Chair
	Rob Felton	Matthew Murray
	Megan Carda	Jessica Bagley
	Brian Love	Robert Griffin
	Loni Parrish	Kyle Lattimer
	Ashley Lippard	Lori Louis
	Joe Hannan, Ex Officio	Mayor Andrews, Ex Officio

Members Absent: None

Staff Present: Cheryl Caines, Senior Planner

Guests: David Wall

APPROVAL OF MINUTES

Approval of the January 3, 2018 Minutes

MOTION: Griffin/Carda moved to approve the January 3, 2018 meeting minutes. The motion carried 12 Yes/ 0 No/ 0 absent)

MINUTES OF THE MARKETING SUBCOMMITTEE – DECEMBER 18, 2017

No action required information only.

REVIEW OF SMALL GRANT PROPOSALS

Hoover-Minthorn House Museum – Herbert Hoover’s Oregon Boyhood – An Exhibit and Marketing Plan

Member Louis indicated that the museum is important.

Member Lippard expressed concern on marketing and how is the money being used to market the activity.

Member Griffin noted that marketing plays a big role, but just don’t know how.

Member Felton supports the proposal, need to be visible to the right audience but not sure a show at the Cultural Center would really draw in people.



Member Parrish indicated the Hoover-Minthorn House is a jewel and we need to spend dollars on a study of what can be done, engage on what Hoover offers, and need more help, huge potential.

Member Carda expressed that Hoover-Minthorn House is heading in the right direction.

Member Felton inquired if we can offer money only to match consensus.

Member Parrish shared that none of the proposals area really hitting the mark so scored higher on those that are the closest.

Chair Lewis indicated to not worry about the amount, can open extra funds.

Ex Officio Hannan shared that nothing says you have more than one solicitation per year.

Chair Lewis reminded the Committee members about special interest.

Newberg Grand Prix Cycle Kart Rally

Member Felton noted the goal is heads in beds, this proposal is scheduled during Old Fashioned Festival which is a big strike. Scored low for him because it's during the heavy tourism season.

Member Griffin noted no track record, they should not be here looking for seed money and he did not get a good sense of what was being proposed.

Member Lippard indicated she agreed with Member Griffin.

Member Louis noted she scored the request high and the concept could get people here at Old Fashioned Festival time.

Member Lattimer indicated encouraging new programs is important, the proposal is creative but not bringing 1 of 4 audiences to Newberg.

Member Parrish noted it brings more makers, "Di Vinci" type people, but needs more work and to develop and should occur in the fall for a wine country rally.

Member Love indicated the proposal needs to be revisited but has potential, the type of people to attract criteria is a little restrictive, and more value to restaurants if not at hotel.

Member Carda shared that different generations is good, weekend event is good, and time of year is bad.

Member Bagley noted timing is bad.

Vice Chair Nicholas indicated this was her favorite project, very different, timing is bad, unique and expandable, concerned dollars and time not enough.

Chair Lewis agreed don't have sufficient accommodations in Newberg, but could be a good long-term event.

Member Love noted the timing is bad.



Member Griffin shared that the rally in Scottsdale meshes with other events.

Promotion of 2019 Newberg Grand Prix Rally at the Portland Indy Car Event

Vice Chair Nicholas loved the event idea but it needs to be communicated with other businesses and the proposal did not fit the criteria.

Member Lippard indicated she liked this concept.

Member Carda noted not much feedback, not much experience with trade shows, she questions how much Newberg would get from it and how much Newberg would get marketed.

Member Love nothing extra in the proposal.

Member Parrish shared it's too soon to fund without rally going yet.

Member Lippard changed her mind from her earlier comment, thought they were promoting Anvil Academy.

Member Love agreed with Member Lippard.

Member Lippard commented not sure that it will bring people in to Newberg.

Member Lattimer indicated it's too soon to consider funding.

Member Louis agreed with Members Parrish and Lattimer.

Member Lippard indicated it's too soon to fund. Possible application once the Rally Kart event is up and running.

Member Griffin referred to the Anvil Academy financials and they are in the negative.

Member Parrish noted financials are in the black.

Member Griffin indicated he did not feel comfortable funding the proposal.

Member Love noted they will be in the Rose Parade, mini float representing Newberg and mini car.

Member Griffin asked for promotional material.

Member Parrish commented that Newberg in the Rose Festival Parade is very important.

Vice Chair Nicholas noted that the application did not mention the parade.

Member Parrish indicated the Grand Prix is happening anyway.



Oregon Truffle Festival Newberg Weekend – The Terroir of Truffles

Member Felton indicated it was his highest score.

Member Griffin noted the application was his highest score.

Member Lippard stated it was her high score, fits categories, and is an established event.

Member Louis commented it fits, creates overnights, Eugene and Newberg locations, are these marketing efforts used for just Newberg, it's proposed for valentines weekend and not good for a busy weekend.

Member Lattimer recused himself from this application as he is partnering with them on the event.

Member Parrish noted it's a good event but not the right date, they say Newberg for the event but many of the activities were not in Newberg, and she had a concern that dollars stay in Newberg.

Member Love did not score the application high because the dates are weird, but it fits the criteria.

Member Carda gave it a high score and noted not Valentine's Day in the future, exact clients trying to attract, concern that it could shift to McMinnville if we don't not support it, and the event may encourage more hotels in the future.

Member Bagley shared that it's not focused on Newberg, much of it is already happening, spending happens in McMinnville, and not clear how funds will be used.

Vice Chair Nicholas scored the application high but didn't want to, never felt loyalty from the festival, and revenue is high in Eugene.

Chair Lewis was at the festival last year, many people had come here for this event, and they are working with local restaurants and businesses.

Member Carda commented that Newberg will be a bigger festival than Eugene eventually.

Member Parrish noted she doesn't feel like it's a partnership and inquired if Newberg can we have someone on their Board?

Vice Chair Nicholas questioned whether they are getting grants from other sources and not showing that in their proposal.

Newberg Camellia Festival and Run/Walk

Member Parrish noted it was a great event and would love it to go to two days.

Member Lattimer stated it was a great event and should be around in the future.

Member Louis shared that she was not clear on promotion of the run/walk and if it was to encourage people from out of the area.



Member Lippard commented that races are huge for marketing.

Member Louis if the marketing is to those outside of Newberg.

Chair Lewis shared they do promote the festival outside of Newberg.

Member Bagley noted advertising in the Oregonian.

Member Love shared he is getting emails on the event.

Member Griffin indicated that he is impressed by the event, it brings in people, but the scavenger hunt and geocache disperses them into the community.

Member Felton liked last year better, they are targeting broader markets, 300+ people attend, and people spending the night.

Chair Lewis indicated the festival brings in people from the outside and Newberg is the Camellia Capital.

Vice Chair Nicholas noted it's a great time of year but don't see Makers and Doers attending it does not fit all the criteria.

Member Bagley indicated the application checks all the boxes and is growing.

Member Carda noted she scored the application high, they have passport program with businesses, the national convention will be coming back soon, and she sees no reason not put more into the event.

Member Love indicated the festival is everything Newberg.

Newberg Grand Prix Cycle Kart Rally

Member Griffin asked for clarification on the Grand Prix: #1 Anvil Academy targeting the Rose Festival Parade, and #2 promotion booth at Indy Car Race.

Scoring Discussion

Truffle Festival and Camellia Festival scored equal. Hoover-Minthorn scored third.

Chair Lewis asked if there were any score changes.

Member Lippard asked if we cannot give them full requested amount. And then give dollars to the first Grand Prix.

Member Griffin indicated then we are doing bad to not give all that they asked for.

Member Parrish suggested partially fund the Truffle Festival.

Chair Lewis noted it would be a hard time to ask them to redo their proposal and he suggested giving them feedback. He suggested eliminating the last two proposals. Group discussion determined no.



Member Louis asked if we are trying to give everyone dollars and we should give the Camellia Festival the full amount.

Member Felton suggested giving the Truffle Festival \$5,000.

Chair Lewis suggested a 20% reduction to the Truffle Festival to an amount of \$7,400.

Member Parrish suggested \$7,000.

The Committee discussed giving \$8,000 to the Camellia Festival, \$7,000 to the Truffle Festival and \$2,500 each to Hoover-Minthorn and Anvil Academy Rally Kart.

MOTION: Felton/Love moved to recommend \$8,000 to the Camellia Festival, \$7,000 to the Truffle Festival, \$2,500 to Hoover-Minthorn and \$2,500 to Anvil Academy Rally Kart.
The motion carried 12 Yes/ 0 No/ (Lattimer abstained on the Truffle Festival vote)

TLT MEMBER UPDATES

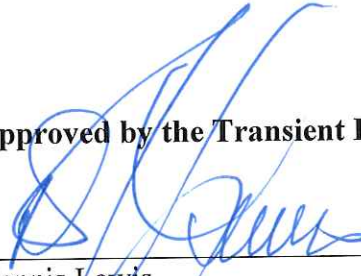
None.

NEXT MEETING MARCH 7, 2018

ADJOURNMENT

Meeting adjourned at 6:04 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 4th day of April, 2018.


Dennis Lewis,
TLT Ad Hoc Committee Chair


Doug Rux,
Community Development Director