

TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES
MAY 2, 2018, 4:00 PM
Permit Center Conference Room, Newberg City Hall
414 E First Street

Chair Lewis called the meeting to order at 4:10 p.m.

ROLL CALL

Members Present: Dennis Lewis, Chair Shelia Nicholas, Vice Chair
 Megan Carda Rob Felton
 Kyle Lattimer (4:26) Lori Louis
 Brian Love Mayor Andrews, Ex Officio
 Joe Hannan, Ex Officio

Members Absent: Jessica Bagley (excused) Robert Griffin
 Matthew Murray (excused) Ashley Lippard (excused)
 Loni Parrish (excused)

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff

WORK SESSION:

Chair Lewis noted Page 16 contains the material the Marketing Subcommittee developed on possible options.

Member Felton indicated that the marketing person could be housed at the Chamber or Newberg Downtown Coalition. The dollars at either location are different with Newberg Downtown Coalition less expensive. He noted the Power Point slide where \$40,000 goes to the Chamber for Tourism Marketing. The Chamber could keep the funds for marketing or the funds redirected to another organization.

Member Louis asked what is the benefit of housing the person at the Newberg Downtown Coalition.

Member Love commented that he thought Visit McMinnville was not a location where people could walk into.

Member Carda indicated you can walk in at Visit McMinnville and be treated as a visitor.

Chair Lewis indicated that Newberg Downtown Coalition and Visit McMinnville are both designated as 501c6, and for a new organization it would take about a year to get 501c3 status.

Carr Biggerstaff clarified that Visit McMinnville is a 501c6 organization.

Member Louis noted that a marketing person would not need a place for meetings and they would be out in community at wineries & hotels.

Vice Chair Nicholas inquired if the Visitor Center could remain at the Chamber for perhaps 2 years.

Member Louis indicated it needs to be clear the new marketing person is not involved in Visitor Center functions.

Chair Lewis noted the marketing person would have their own phone. They would need the ability to make photo copies and need a laptop. The Newberg Downtown Coalition cost would be about \$135 month and referred to the cost spreadsheet in the packet.

Member Carda inquired if this was the cost after two years.

Member Felton recapped that the Chamber contract is for \$139,000 of which \$39,000 is for marketing, \$47,000 for Visitor Center, and \$52,000 for overhead & Chamber staff.

Carr Biggerstaff clarified that \$100,000 (includes tourism personnel) & office. If only a Visitor Center \$47,860, \$52,000 is the portion of visitor center staff and overhead.

Chair Dennis Lewis called the official meeting to order at 4:26 pm

APPROVAL OF MINUTES:

Doug Rux noted changes to April 4, 2018 minutes.

MOTION: Rob Felton and Sheila Nicholas moved to approve the April 4, 2018 TLT Meeting Minutes. The motion carried (7 Yes/ 0 No).

PUBLIC COMMENTS: none

MARKETING SUBCOMMITTEE – MARKETING PROPOSAL:

Member Felton outlined the option of a marketing person located at Newberg Downtown Coalition (NDC) or at Chamber of Commerce.

Member Louis inquired where the NDC office is located and would it be a nice environment for a person.

Chair Lewis summarized utility costs at NDC of \$135.00 a month.

Vice Chair Nicholas inquired as the longevity of NDC building and Chair Lewis responded 4-5 years.

Member Carda inquired if we have to keep the Chamber contract for the Visitor Center and Member Felton indicated the City keep the Visitor Center contract.

Member Carda inquired on the cost to have a marketing person at the Chamber. Chair Lewis noted it would be approximately \$52,000.

Carr Biggerstaff clarified that if a marketing person was located at the Chamber the cost would be \$24,000 if no support at all. If the Chamber assisted the person the cost would be \$52,000 a year.

Vice Chair Nicholas noted on the low end the cost is \$2,000 a month.

Member Carda noted that the Chamber could kick back \$52,000 and \$39,000 of the current marketing contract if the marketing person is not located at the Chamber.

Carr Biggerstaff indicated that if the Visitor Center is kept at the Chamber then they would need to renegotiate the City contract.

Member Louis inquired about how much is spent on tourism.

Member Felton noted that Page 20 of the packet shows the comparisons of marketing models.

Vice Chair Nicholas asked about the monthly overhead fee at NDC with Chair Lewis note it is \$135.00 a month.

Member Carda asked if there is any space expansion at either the Chamber or NDC locations. Carr Biggerstaff noted the Chamber has some space and the lease is up in about 1.5 years.

Member Love noted the Chamber wants to move back downtown so why separate activities. Why not just have the marketing person and let them build the business.

Member Louis noted she understands what Member Love is saying.

Member Carda noted an extra \$1,800 month goes along way.

CDD Rux stated the NDC location may have issues in occupying 2nd floor and he would have to talk to the Building Official.

Chair Lewis asked the Committee how we want to administer the tourism funds. We are getting lost in weeds and details of where the person would be located. Do we have funds for a position and marketing? If go to Visit McMinnville model then Page 17 #2 & page 18 #2 go together nicely.

Vice Chair Nicholas inquired if that approach eliminates small grants.

Chair Lewis indicated the marketing person could direct people to other grant opportunities. We have left dollars on the table by not going after Travel Oregon grants.

Member Louis noted a marketing person could leverage additional funding, \$20,000 is a lot of money for marketing and it's a better investment to not do grants.

Vice Chair Nicholas asked if someone needs to do a motion on a proposal.

Chair Lewis asked how we do that.

Vice Chair Nicholas indicated #2 page 18, put on hold Grants (small/large) and the person needs to be able and adept at coordinating and leveraging.

Member Love inquired if it is legal to put in job description to go out and leverage grants.

Ex Officio Hannan – Most grant descriptions go out leveraging grants is prohibited.

CDD Rux recapped memorandum that was in the packet on the options available.

Member Love - moved the Visit McMinnville model with motion #2, with idling the grant program.

Chair Lewis indicated the need to refine and define

Member Felton asked what clarification is necessary.

CDD Rux – restricted motion, outlined work session & June 4 Council meeting.

MOTION: Brian Love and Lori Louis moved the Visit McMinnville model with motion #2, with idling the grant program,
The motion carried (7 Yes/ 0 No).

Chair Lewis inquired about the location of the marketing person.

Member Carda noted do we need to discuss the location.

Chair Lewis indicated the governing body and how that would look like needs to be clarified. Membership needs to represent lodging, restaurants, George Fox University, business and Ex Officio's. On May 21 at the meeting will need to have a discussion on board structure.

Member Love inquired about the process to create a board.

CDD Rux referred Committee members to Page 18 of the packet and reviewed the questions posed. He noted the City Council would have to charter a board.

Member Louis inquired on how a person get paid, who does payroll and benefits.

Chair Lewis indicated the Board would have to oversee the marketing person.

Member Louis inquired on how benefits get administered until a 501c3 is established.

Member Felton indicated the Chamber is better suited to deal with accounting and other employee issues than NDC.

CDD Rux recapped that City Council would have to charter a Board of Directors and there would need to be a contract between the City and a Board of Directors.

Chair Lewis suggested talking to Mike Ragsdale about a 20 hour a week administration person to provide support at NDC.

Member Carda indicated using the Visit McMinnville model for a Board of Directors and representation in Newberg.



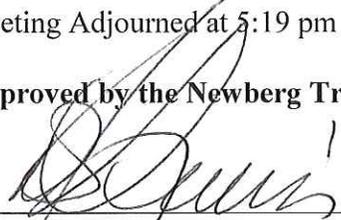
Chair Lewis commented that we need professions staff. Board of Director representation could be two people from the hotel industry, two people from restaurants. The membership should be a minimum of seven members and a maximum of twelve and there should also be Ex Officio members.

Member Louis noted the Chamber (Sheryl) had done marketing for tourism and could the City have a contract with the Chamber on tourism marketing.

CDD Rux recapped possible meeting dates of the Marketing Sub Committee may 21, Council/TLT Committee Work Session May 21 and TLT Committee meeting June 6, 2108.

Meeting Adjourned at 5:19 pm

Approved by the Newberg Transient Lodging Tax Ad Hoc Committee this 6th day of June, 2018.



Dennis Lewis,
TLT/Ad Hoc Committee Chair



Doug Rux,
Community Development Director