

TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES

June 6, 2018, 4:00 PM

**Permit Center Conference Room, Newberg City Hall
414 E First Street**

Chair Lewis called the meeting to order at 4:03 p.m.

ROLL CALL

Members Present:	Dennis Lewis, Chair	Sheila Nicholas, Vice Chair
	Megan Carda	Brian Love (4:28)
	Rob Felton	Loni Parrish
	Robert Griffin	Lori Louis
	Kyle M. Lattimer (4:10)	Jessica Bagley
	Robert Griffin (5:40)	Mayor Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Members Absent: Matthew Murray and Ashley Lippard (excused)

Staff Present: Doug Rux, Community Development Director

Guests Present: Carr Biggerstaff
Mike Ragsdale

APPROVAL OF MINUTES

Changes noted on May 2, 2018 TLT Minutes

MOTION: Rob Felton/Megan Carda moved to approve the May 2, 2018 TLT meeting Minutes with noted changes. The motion carried (8Yes/ 0 No).

PUBLIC COMMENTS:

None

MARKETING SUBCOMMITTEE – MARKETING PROPOSAL:

CDD Rux gave recap on the City Council/TLT Committee work session, job description, chartering a Board, timeline to develop a proposal of June/July with possibly August to get before the City Council.

Chair Lewis handed out draft TLT Business Plan.

Vice Chair Nicholas on how many people on the visit McMinnville Board.

CDD Rux indicated ten (10).

Member Parrish inquired why an accounting person on the Board.

Ex Officio Hannan shared that for political reasons you need a City Council person and possibly the Mayor or City Manager as Ex Officio. The State looks at setup of membership and a majority of hotel industry and only see one slot.

Chair Lewis indicated hospitality includes lodging and that CPRD does tourism.

Ex Officio Hannan noted you should have several seats for hotels.

Member Parrish agreed.

Member Carda shared that Visit McMinnville has a real estate broker on their Board. They go hand in hand with lodging operations.

Member Louis asked if the program is City limits limited or outside the City and if hospitality is lodging.

Chair Lewis indicated hospitality is lodging.

Vice Chair Nicholas asked if citizen at large is necessary. They are overseeing marketing person.

Member Felton indicated need someone on the Board with marketing background or experience.

Chair Lewis suggested deleting citizen at large and there was group consensus to do so. He inquired if a local merchant is needed and the Committee member indicated yes. He asked about wineries.

Member Parrish shared that Downtown is a destination and would expand out to Portland Road. She also noted the Cultural Center is not identified.

Vice Chair Nicholas inquired if the Cultural Center would function like a local merchant.

Mike Ragsdale suggested the list is only potential and when you set up bylaws don't be too restrictive. He did not see CPRD needing a seat on the Board.

Chair Lewis noted CPRD could be Ex Officio.

Ex Officio Hannan stated you need a City Council seat on the Board and a seat at the table for the hospitality industry.

Chair Lewis suggested a Board of 9-11 or no less than 9 or more than 13.

Member Lattimer noted that is a big Board.

Chair Lewis indicated we have 13 on the TLT Ad Hoc Committee and some people do not attend.

Member Parrish suggested looking at representatives that will assist the Marketing Director.

Vice Chair Nicholas inquired if the Board would be hiring the Director and if so need to form the Board first.

Member Carda agreed.

CDD Rux suggested not getting too deep in selecting or identifying a specific person.

Member Parrish shared that she thought the group was to oversee marketing.

CDD Rux reviewed the City Council charge for the TLT Ad Hoc Committee.

Ex Officio Hannan about Dundee and seat on the Board.

Chair Lewis noted Dundee has roughly \$30K and Megan Carda is on the Dundee Tourism Board.

Member Carda suggested one lodging provider from Dundee and Newberg each.

Member Louis indicated lodging needs to be on the Board as they are the group providing the TLT revenue and you need buy off from hotels on whatever you are marketing.

CDD Rux recapped Visit McMinnville Board structure, the City of McMinnville established the structure, and the Visit McMinnville Board self-selects through a sub-committee who provides a recommendation to full Board to fill vacant seats.

Member Carda inquired if art and culture includes George Fox.

Member Parrish noted the Chehalem Cultural Center has 40,000 visitors a year.

Member Carda asked if the length of terms would be 2 year terms.

Member Parrish inquired if Dundee is included what percentage of the total available funds would be.

Chair Lewis responded 15%. Need someone from Dundee TLT committee on the Board

Mike Ragsdale noted that one-half of Board members need to be a payer of TLT tax.

Member Bagley suggested one hotel, one Bed & Breakfast and one vacation rental.

Member Louis suggested no dismissing limited service hotels.

Chair Lewis noted we have that 1/3 representation now on the LTL Committee.

Member Carda noted lodging providers would like to share their views.

Member Parrish indicated arts and culture marketing is represented currently by Members Lippard and Felton.

Member Louis asked about restaurant representation.

Member Parrish inquired about history representation.

Chair Lewis suggested Chehalem Culture Center Executive Director or Board member from Chehalem Culture Center for a Board position.

Vice Chair Nicholas noted the purpose of the Board is to oversee the Marketing Director and in the job description they need to represent a broad group.

Chair Lewis noted again that Chehalem Cultural Center should be on the Board.

Member Carda indicated the CPRD pool will be an attractor for tourists.

Member Parrish asked if the Chehalem Cultural Center is not specific then why is GFU specifically identified.

Member Love noted that Linfield College is not on the Visit McMinnville Board.

Chair Lewis asked if the group wanted to dive into the job description.

Ex Officio Hannan indicated the intent is to promote City wide events noted under marketing model. He asked if Visit Newberg intent is to use the Chamber web site or just a web site.

Chair Lewis noted that whole sentence in the draft could be stricken.

Carr Biggerstaff indicated the Chamber has a tourism website that is linked to the Chamber website. A domain name needs to be selected and it is transferable.

Member Felton noted at the City Council meeting someone stated there is no website, but there is a site. Dundee is a draw and we need to link to them.

Chair Lewis noted we could possibly have two web sites that link or merge together.

Mike Ragsdale noted the core of the strategy is a robust website and marketing.

Member Carda inquired if we want to establish a brand name or leave that to the Marketing Director.

CDD Rux suggested setting parameters, need flexibility, Board & Executive Director need to influence and adjust whatever is proposed.

Member Louis noted we need to define a tourist in first paragraph on attracting tourists to the City.

Member Parrish noted the statement feels like Disneyland.

Ex Officio Hannan indicated the focus is marketing to enhance the experience.

Member Parrish asked about grants for beautification.

Chair Lewis noted the purpose is marketing.

Member Louis indicated the purpose is to promote the tourism experience.

Member Carda noted Visit McMinnville sends out stakeholder updates.

Vice Chair Nicholas suggested putting that in the job description.

Chair Lewis noted the Mission Statement was taken largely from Visit McMinnville.

Chair Lewis asked the Committee if the first paragraph was ok.

Member Louis indicated it needs to have a definition of tourist included.

Member Carda asked if we are plagiarizing the McMinnville document.

Chair Lewis indicated we changed things. Jeff Knapp said use what they have.

Member Carda asked if FAM tours should be added to the marketing model.

Member Nicholas indicated FAM tours should be in the job description.

Member Carda inquired if the Director's job is to establish the nonprofit.

Member Felton noted the focus is heads in beds.

Member Love noted Visit McMinnville added a staff person.

Job Description:

Member Carda asked if Tourism Coordinator is the correct title.

Mike Ragsdale suggested if a 501c3 you want to use Executive Director.

Member Carda inquired if the Board is supervisors.

Member Louis noted Board of Directors is correct term.

Member Felton raised the possibility of outsourcing media relations as Visit McMinnville uses \$45K for outsource media relations.

Member Louis asked if Visit McMinnville outsources FAM tours.

Chair Lewis indicated he would have to check on what they do.

Member Felton read an email that Visit McMinnville uses \$45K for media relations and FAM tours.

Member Louis noted that the Director should manage the process for media relations and FAM tours.

Vice Chair Nicholas shared that she did not see anything about grants as a responsibly, or applying for grants and working with applicants on grants.

Member Louis shared that the Director should investigate and pursue grants.

Chair Lewis noted there are State and other grants related to tourism to go after.

Member Carda indicated the Director should identify and pursue grant opportunities.

Vice Chair Nicholas shared apply for grants for tourism and distribute information for grant opportunities to others.

Vice Chair Nicholas noted the third bullet is missing words.

Mike Ragsdale indicated the Committee is getting ahead of itself on too much detail and should let the Board refine it.

Ex Officio Hannan noted the need to refine a budget, if there is a responsibility for grants or not, and how much are you asking Council for in dollars.

Chair Lewis clarified that the request is for all TLT funds to go to marketing.

Member Louis noted \$50K year is not enough for an Executive Director.

Member Carda followed up inquiring about how much would be appropriate.

Member Louis noted a minimum of \$60K plus benefits.

Member Lattimer inquired about what the Visit McMinnville Director makes.

Member Carda reviewed the Visit McMinnville information on compensation in the packet.

Chair Lewis summarized that he is hearing \$60K – \$75K.

Joe Hannan shared that benefits would be in the 15-16% of salary range.

Member Nicholas – should grant writing be under minimum skill

Member Felton requested a word document of the job description.

CDD Rux summarized that August 20 report goes to City Council and August 1 the report must be completed. July 9th 4:00pm next meeting of TLT Ad Hoc Committee.

STATUS OF SMALL GRANT AWARDS FY 2016-2017 – CAMELLIA FESTIVAL FINAL REPORT:

STATUS OF SMALL GRANT AWARDS FY 2017-2018 – OREGON TRUFFLE FESTIVAL FINAL REPORT:

CDD Rux recapped Camellia Festival and Oregon Truffle Festival final reports.

STATUS OF DESTINATION DEVELOPMENT – MARKETING GRANTS:



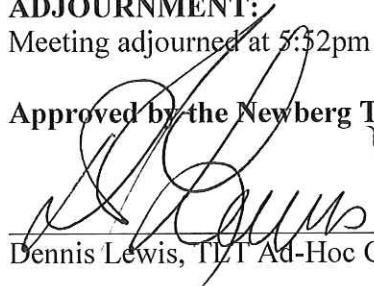
CDD Rux gave an update on the Chehalem Cultural Center Grant contract, Newberg Downtown Winery Association grant, and the City Council approved Wolves & People. He is waiting for documents on any Yamhill County land use requirements for Wolves & People.

NEXT MEETING: July 9, 2018 4:00pm

ADJOURNMENT:

Meeting adjourned at 5:52pm

Approved by the Newberg Transient Lodging Tax Ad-Hoc Committee this July 9, 2018.



Dennis Lewis, TLT Ad-Hoc Committee Chair



Doug Rux, Community Development Director