

TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES

August 1, 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	Sheila Nicholas, Vice Chair
	Megan Carda	Rob Felton
	Kyle M. Lattimer	Jessica Bagley
	Mayor Andrews, Ex Officio	Joe Hannan, Ex Officio

Members Absent:	Robert Griffin, excused	Ashley Lippard, excused
	Lori Louis, excused	Loni Parrish, excused
	Brian Love	

Staff Present: Doug Rux, Community Development Director

Guests Present: Carr Biggerstaff
Shannon Buckmaster
Mike Ragsdale

APPROVAL OF MINUTES

MOTION: Rob Felton/Megan Carda moved to approve TLT Minutes from July 9, 2018 Motion carried (6 Yes/ 0 No).

PUBLIC COMMENTS:

None.

MARKETING PROPOSAL

Chair Lewis commented on the job description and at the Subcommittee it was suggested to change page 12 of packet related to three years of experience.

Member Bagley suggested to leave the language as proposed.

Member Carda concurred with Member Bagley.

Vice Chair Nichols concurred with Members Bagley and Carda.

Ex Officio Andrews suggested a title of "Destination Newberg" rather than "Visit Newberg".

Member Carda noted it is unclear if Dundee might be part of the proposal.

Chair Lewis indicated selecting a name may be a moving target.

Vice Chair Nicholas noted Destination Newberg is catchy and fresh.

Member Bagley indicated both names sound nice.

Member Carda inquired if the name was talked about at the Subcommittee.

CDD Rux indicated no.

Vice Chair Nicholas indicated it is only a working title and can be changed.

Member Carda noted Travel Dundee was encouraged to use "Travel". She inquired if Destination is an active word and what was it describing.

Ex Officio Andrews indicated that was a good point.

Shannon Buckmaster noted she had talked to Jeff Knapp (Visit McMinnville) and the word visit is a way to prioritize the region by filling several days of activity.

There was Committee consensus to leave the title as Visit Newberg.

CDD Rux reviewed the five-year financial projects contained in the packet from FY 2019/20 through FY 2024/25.

Chair Lewis asked the Committee if it was ok with the financial projections.

Member Bagley noted she is ok with the numbers as long as CDD Rux makes the changes to Page 13 for the revenue in the High scenario as noted by Committee comments.

Member Lattimer inquired if the Chamber had been involved in the conversation on the financial projections.

CDD Rux indicated the Chamber had been involved.

MOTION: Carda/Bagley moved to approve Visit Newberg Business Plan and financial projections with CDD Rux making the changes noted by the Committee. The motion carried (6 Yes/ 0 No).
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STATUS OF DESTINATION DEVELOPMENT – MARKETING GRANTS

CDD Rux provided updates on the Chehalem Cultural Center, Newberg Downtown Wineries Association and Wolves & People.

Member Carda inquired if there was a timeline to expend funds.

CDD Rux indicated the timeline is negotiated in the contracts.

WAKE UP IN WINE COUNTRY PROGRAM

Member Felton presented a program concept for marketing to use \$10,000 of Transient Lodging Tax funds. Travel Oregon has a small grant program with funds available up to \$20,000 due by August 29, 2018. The \$10,000 would be used as a match. The target would be Portland heavy but the grant program wants more than 50 miles away. The intent would be to use video from the Rain or Shine promotion where the video was great but content was lacking. There would be the need to work with a writer to get a good script and proposes to partner with Dundee. DNA media could be the firm to do the video. He believes Dundee could fund the video production portion, possible video at PDX and social media to drive people to the website.

Chair Lewis noted leveraging \$10,000 of TLT funds to get Travel Oregon's \$20,000. Dundee \$20,000 and applying for grant and \$10,000 match.

Member Lattimer inquired what happens when you wake up in Wine Country.

Member Bagley asked if it means reduced rates (rooms and food).

Member Carda noted Gaston tried discounts and they did not work.

Member Nicholas clarified that the grant requires only a 10% match.

Member Felton suggested going above minimum match to be more competitive in getting a grant.

Shannon Buckmaster noted \$30,000 for advertising at PDX plus other social media is positive.

Member Felton indicated he likes the wall scapes concept for advertising but it is expensive.

CDD Rux inquired on who is receiving the grant, who is the money going to, and is it going to the Chamber. He noted the City has a purchasing process and he explained that process.

Member Felton noted Dundee funds would go to production, Newberg funds do the marketing on Google and Instagram.

CDD Rux noted he talked to the City Attorney and we can buy advertising under City purchasing rules.

Chair Lewis asked the Committee if they were ok with approach on the program.

Member Carda indicated \$10,000 is a drop in bucket and we need to do something on marketing.

Member Felton recapped that \$10,000 is the match and if Travel Oregon approves the grant request it would be for Dundee and Newberg. Newberg would do the marketing online, website, and at PDX.

CDD Rux inquired on who would be writing the grant.

Member Felton noted the intent would be to use DNA Media.

Ex Officio Andrews asked if we are ok on the Sunshine laws. CDD Rux noted he would have to check with the City Attorney.

MOTION: Nicholas/Carda motion to move forward on the grant application for Wake Up in Wine Country. The motion carried (6 Yes/ 0 No).

TLT MEMBER UPDATES

Vice Chair Nicholas noted that on August 11 from 4-8 pm will be a picnic in the garden at Hoover-Minthorn House. The intent is for many people to attend. It will be a fundraiser for Hoover-Minthorn. There will be local food trucks, other activities, and tours of museum.

Member Carda indicated VRBO is now collecting lodging tax on local operators and it started on August 1, 2018. Other booking agents will be collecting and remitting tax based on the new Oregon law. Airbnb is not collecting yet.

Ex Officio Andrews thanked Anam Cara for the four bottles of wine presented to the Asago City visitors who are currently in Newberg.

Chair Lewis thanked Carr Biggerstaff and Shannon Buckmaster for their efforts in working through the tourism marketing discussions. He also shared that August 20 at 7pm will be the City Council meeting where the tourism marketing proposal will be presented.

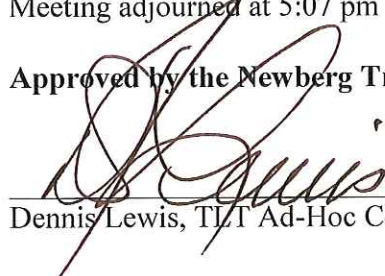
NEXT MEETING

September 5, 2018 4:00 pm

ADJOURNMENT

Meeting adjourned at 5:07 pm

Approved by the Newberg Transient Lodging Tax Ad-Hoc Committee this September 5, 2018.


Dennis Lewis, TLT Ad-Hoc Committee Chair


Doug Rux, Community Development Director