



TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES

September 5, 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	Jessica Bagley
	Megan Carda	Rob Felton
	Robert Griffin	Brian Love
	Shannon Buckmaster	Mayor Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Members Absent:	Sheila Nicholas, Vice Chair	Ashley Lippard (excused)
	Kyle M. Lattimer (excused)	Lori Louis (excused)
	Loni Parrish (excused)	

Staff Present: Cheryl Caines, Senior Planner

Guests Present: Mike Ragsdale, Ted Crawford

APPROVAL OF MINUTES

MOTION: Rob Felton/Shannon Buckmaster moved to approve minutes as amended August 1, 2018 **Motion carried** (7 Yes/ 0 No).

PUBLIC COMMENTS:

None.

MISCELLANEOUS

Chair discussed changing the date of the October meeting. October 4 and 5 work for him.

Consensus to move the October meeting to the 4th.

MARKETING PROPOSAL

Chair Lewis indicated that City Council indicated to go on the marketing proposal. The proposal was developed in less than two years. City staff will hammer out the details.

Member Felton asked for update on the Tourism Organization formation activities.

Ex Officio Hannan indicated nothing else has happened.



Chair Lewis clarified that the status is discussions between the City Attorney and CDD Rux. The packet has information on process and timeline.

Ted Crawford inquired what would be Dundee's involvement in a tourism organization. Could Dundee contribute dollars to the salary of the new Executive Director? Yamhill County Tourism partnership is working on an organizational structure. The County does not have a funding source though and are copying the Visit McMinnville model.

Member Carda shared that Ted Crawford is working on bylaws for Yamhill County approach.

Ted Crawford noted there was a general discussion on a county-wide organization.

Chair Lewis indicated he would prefer to be more inclusive rather than less inclusive.

Member Love asked how to protect outside sources of funding at City Council occurred related to TLT funds.

Ted Crawford noted that Newberg has to apply some of its TLT revenue to 70/30 split and that Dundee is split 70/30.

Chair Lewis noted Newberg is 65/35 split based on the length of time the program has been in place. He thanked people for their time and effort.

WAKE UP IN WINE COUNTRY

Ex Officio Andrews noted City Council approved the Wake Up in Wine Country proposal.

Member Buckmaster Chamber submitted the grant to Travel Oregon. Gathering information was challenging. The TLT Committee was impressed that Newberg and Dundee worked together rather than competing. Travel Oregon complimented the effort.

Member Felton noted we may need to go back to Council to ask for addition marketing dollars for the program. He indicated he was not aggressive enough in his ask to City Council and should have asked for more funds.

Member Buckmaster indicated a delay on an additional request would be ok. She shared that Jeff Knapp submitted a letter of support for the grant application to Travel Oregon and Newberg's efforts to establish a Destination Marketing Organization.

MISCELLANEOUS

Mike Ragsdale noted he has a grant request for \$5,000 to refurbish wine barrels.

Member Buckmaster raised the Bypass signage issue that that would identify Downtown Newberg.

Mike Ragsdale indicated he is working with ODOT signage people.

Member Buckmaster mentioned blue signs rather than standard green sign that would direct people to downtown.



Mike Ragsdale shared he received different information from what Member Buckmaster had shared.

Member Felton noted blue signs have a cost to install.

Chair Lewis inquired if there was another marketing committee meeting scheduled.

Member Felton noted one is scheduled for Sept 17.

Member Griffin if what they have is the last draft for Visit Newberg.

Chair Lewis indicated no and that CDD Rux and the City Attorney will be working on documents.

Member Carda inquired if the group need to continue meeting.

Chair Lewis shared that the Committee will meet to review what CDD Rux and the City Attorney come up with.

Member Carda asked about the turnaround time and do we meet needlessly, or do we cancel meetings until needed.

Chair Lewis noted he will talk with CDD Rux when he returns.

Member Carda asked if the Committee can meet to discuss other opportunities like Wake Up in Wine Country.

Member Love inquired if there might be some discussions on advertising expenses.

Member Felton noted the timing to get items to City Council is a month or two out.

Member Love asked if there is anything we can do on a small scale for tourism promotion.

Member Bagley asked if revisiting restaurant week is a possibility.

Member Buckmaster noted Wake Up in Wine Country is a continuation of Rain or Shine but she did not think have the staff to roll out a big program as the Chamber does not have the resources.

Member Carda asked if we will be working with Dundee as they have a social media person. If we stop doing promotion activities now it will be another year out before we do anything.

Member Felton indicated the Rain or Shine program was underwhelming last year. Wake Up in Wine Country would be year round promotional program with summer videos and winter videos (off season).

Member Carda asked Member Bagley if there was value in the restaurant program.

Member Bagley noted is would be better if people are coming for another event.

Member Felton noted that no matter what we do an updated Newberg/Dundee website is necessary.

Member Carda as if information could be pulled off the Chamber website.



Member Felton indicated Dundee has a web site, so do we need a Newberg website and could they be combined.

Member Griffin indicated that we need to have something to promote restaurants in Newberg.

Member Buckmaster suggested to not make any big changes before a new Executive Director arrives.

Chair Lewis suggested small changes to integrate the two web sites or other small activities.

Mike Ragsdale shared the focus should be on policy and direction, not the details, what do you want it to be? There was a general discussion about web sites.

There was a general discussion amongst the Members about a new Executive Director and their duties. References were made to Arizona as examples. General discussion on Executive Director skill set. There was a discussion about the draft Marketing Plan about gambling and slot machines. Comments were made about basing attributes off of the Downtown Plan. Committee Members asked when they would get the opportunity to review documents again. Questions were raised if the City of Newberg would have a contract with the Executive Director. It was indicated no the Executive Director would be an employee of the Tourism Marketing Organization. If there are comments by people on documents they should be directed to CDD Rux.

NEXT MEETING

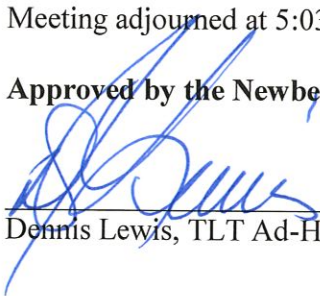
October 4, 2018 4:00 pm

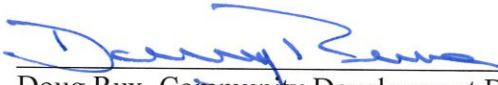
ADJOURNMENT

MOTION: Dennis Lewis/Shannon Buckmaster moved to adjourn the meeting **Motion carried (7 Yes/ 0 No).**

Meeting adjourned at 5:03 pm

Approved by the Newberg Transient Lodging Tax Ad-Hoc Committee this November 7, 2018.


Dennis Lewis, TLT Ad-Hoc Committee Chair


Doug Rux, Community Development Director