

**TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES**  
**November 7, 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
	Jessica Bagley	Ashley Lippard (arrived 4:17)
	Megan Carda	Rob Felton
	Robert Griffin	Brian Love
	Shannon Buckmaster	Kyle M. Lattimer (arrived 4:08)
	Lori Louis	Loni Parrish
	Elise Yarnell-Hollamon	Mayor Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Members Absent:

Staff Present: Doug Rux, Community Development Director

Guests Present: Ted Crawford

**APPROVAL OF MINUTES**

**MOTION: Robert Griffin/Brian Love** moved to approve minutes of September 5, 2018 **Motion carried** (11 Yes/ 0 No).

**PUBLIC COMMENTS:**

None.

**TOURISM MARKETING ORGANIZATION**

CDD Rux recapped the memorandum in the TLT Committee packet.

Member Carda inquired if the TLT Committee could continue after the new organization is established.

Member Parrish suggested to appoint the new Tourism Marketing Board first and that there is not a lot of legal work to form a non-profit organization.

Member Felton noted it could take several months to establish a non-profit.

Chair Lewis asked who on the Committee would be willing to continue for three more months. There was consensus of the members to continue.



Member Parrish suggested letting the new Tourism Board finalize the bylaws.

Member Felton suggested establishing a subcommittee to work on the draft bylaws for the new organization.

Chait Lewis asked Committee members who would like to work on the draft bylaws.

Member Buckmaster inquired if some of the Committee members would be interested in a position on the new Board and that existing members could assist with the transition.

Chair Lewis inquired if there were any concerns with the McMinnville document as a template for the new bylaws.

Member Card noted that she encouraged using the McMinnville document as a template.

Member Parish inquired if the percent of TLT funds going to the new organizations in the agreement is correct.

CDD Rux indicated he will work with the Finance Director to get the correct percentage and number.

Member Parrish inquired if it had been discussed between the City and Chamber on the Visitor Center.

Member Buckmaster noted the Chamber will continue operating the Visitor Center per the existing contract.

Member Parrish inquired if the Chamber is looking at moving to a new location.

Member Buckmaster noted the Chamber is looking at all options and not just in the downtown area.

#### Public Records

CDD Rux raised the question about public records applying to the new organization.

Ted Crawford shared that considering the organizations documents as public records ties the hands of the Board and reduces their ability to be nimble.

Member Buckmaster shared that the new organization would be providing an annual report with quarterly updates.

#### Bylaws

There was a general discussion of drafting bylaws. Members Yarnell-Hollamon, Parrish, Felton and Ted Crawford agreed to be the subcommittee to prepare draft bylaws.

Member Carda noted she would share the Yamhill County Tourism Committee draft bylaws.

Member Parrish noted she would share the Chehalem Cultural Center bylaws.

#### Annual Report



Ted Crawford noted that the Yamhill County Tourism Committee have language in their draft document on providing reporting.

Member Griffin indicated it seems clear to use the interim Annual Report process outlined in the draft Agreement. He inquired when names would go to the City Council for the Board positions.

Member Parrish shared the Committee should try to get the bylaws, Agreement and names of potential Board members by the end of November.

### Open Meetings

Member Buckmaster shared that the Chamber Board meetings are not open to the public.

Chair Lewis indicated he is ok with having Board meetings open to the public.

Ex Officio Hannan noted the City is different because of use of public funds for the tourism organization.

Chair Lewis noted the organization is trying to do marketing and the tax is paid by visitors and not property owners. He would not want to put tight reins on the organization.

Member Felton noted that as a non-profit it will need to have minutes.

Ex Officio Hannan noted only the City has the authority to impose a tax and the Chamber imposes a fee for membership.

Ted Crawford shared that when Dundee built the fire station the contractor did not have to hold public meetings.

Member Griffin inquired if the Committee could get a legal opinion.

Member Parrish inquired if the Committee could say it wants it to be like the Chamber.

Lori Louis noted that it is the law the TLT tax has to be spent on tourism.

Ex Officio Andrews asked how much or often has the TLT Committee fund interference from the public.

Member Parrish noted processing the grants was difficult.

Member Lippard noted the Wolves & People grant application had objectors' base don and use issues.

Member Buckmaster indicated open meetings may be an issue for the bylaws and not the Agreement.

### Dundee

Chair Lewis noted the topic is should the organization be a joint effort between Newberg and Dundee.

Member Buckmaster indicated that in October the Newberg City Council did not hear support on including Dundee. She asked would you other communities such as St Paul, Yamhill, Carlton or Sherwood.



Member Parrish noted that she sees it differently because Dundee is close to Newberg.

CDD Rux noted several issues with including Dundee such as the need for the two City Council to meet and discuss, an Intergovernmental Agreement between the two cities, legal counsel review of documents, etc.

Ted Crawford noted his desire for three seats on the Board for a contribution of \$35,000 of TLT funds which is 50% their annual TLT revenue. He talked to the Dundee City Council and they are supportive.

Chair Lewis noted a joint effort would take time to put together.

Ted Crawford noted they could contract with the new tourism organization.

Member Buckmaster if you could have Dundee under contract and have the tourism organization do business as Newberg-Dundee.

Member Felton noted he originally initiated the Newberg-Dundee topic. He believes in moving forward with Visit Newberg and contracting with Dundee.

Ted Crawford indicated one seat on the Board will not be enough to influence the new organization.

Member Parrish recapped the Chehalem Cultural Center Board members.

Ted Crawford noted the bylaws could be and should be crafted for flexibility to include Dundee.

Member Parrish suggested ease and transition.

Chair Lewis noted he did not think there would be a problem in including Dundee in the future.

Ted Crawford indicated it would go a long ways if Dundee could be involved in drafting the bylaws.

#### Tourism Organization Board

Chair Lewis set the stage for the discussion on organizations/entities and people to be on the new Board of Directors.

Member Card asked if Board members need to live in the city limits.

Chair Lewis noted it is important to pick the correct people.

Member Griffin suggested starting with a base of the existing TLT Committee.

Chair Lewis asked who on the TLT Committee would be interested on being on the new organization Board. This interested were Parrish, Carda, Buckmaster, Louis (or Allison Inn representative), Nicholas, Felton, Griffin, Yarnell-Hollamon, Bagley, Lewis. Those not interested were Lattimer, Lippard, and Love.

Member Parrish asked about other people on the Board such as Christian DeBenedetti (Wolves & People) and Cathy Martin from Dundee (Argyle) who is a marketing person.



Member Lattimer suggested Cliff Anderson.

Member Buckmaster suggested Rebecca Ponzi.

Vice Chair Nicolas suggested Paul Bachand.

Member Griffin suggested an attorney and someone from the faith based community.

Member Buckmaster asked about how you address Chehalem Park & Recreation District, Chehalem Cultural Center and Newberg Downtown Coalition.

Chair Lewis suggested Chehalem Park & Recreation District, Chehalem Cultural Center and Newberg Downtown Coalition as Ex Officio members.

Member Buckmaster suggested Emily Weichold.

Chair Lewis suggested Doug Peterson.

Member Lattimer suggested Andrew Heinschn.

Member Griffin suggested Hub Marduck.

Member Parrish suggested someone with a history perspective.

Member Buckmaster suggested Britta Stewart and Mark Moisan.

Member Felton suggested Jennifer Sitter.

Chair Lewis asked that TLT members have conversations with the people they have identified to see if they are interested. He inquired if here are there talking points all of the TLT members should use.

## **WAKE UP IN WINE COUNTRY**

Member Felton indicated the Travel Oregon grant was not approved. The funds the City Council authorized could not be used for the Willamette Valley Visitor Association grant opportunity. Will have to wait until spring 2019 for the next Travel Oregon grant opportunity.

## **STATUS OF DESTINATION DEVELOPMENT-MARKETING GRANTS FY 17/18**

CDD Rux shared that the Cultural Center grant award is at the Cultural Center for review and working on the dates that they grant will start and end. The Newberg Downtown Wineries Association has a progress report in the packet. He is working on the next grant distribution. Wolves & People grant is on hold and was informed by Yamhill County that the trial will require a Conditional Use application.

## **STATUS OF SMALL GRANTS FY 17/18**

CDD Rux noted the Final Report is included in the packet for the Hoover-Minthorn House Museum Marketing Plan and Exhibit.



## TLT MEMBER UPDATES

Member Buckmaster shared that the Camellia Festival is looking for funding. Last year the Chamber provided \$4,000 from their allocation of TLT funds and the festival was awarded \$8,000 by the City Council through the TLT grant program. They were not aware there were no grants available this year. They are asking for \$14,000 for the 2019 festival. The Chamber is not funding out of the \$40,000 they have for marketing in this year's contract with the City as those funds will be going back to the new tourism organization. Have been looking for other grant opportunities.

Vice Chair Nicholas noted that Friday the 13<sup>th</sup> is Chamber's after hours.

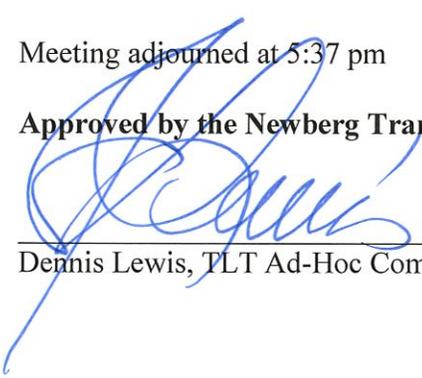
## NEXT MEETING

December 5, 2018 4:00 pm

## ADJOURNMENT

Meeting adjourned at 5:37 pm

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

  
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Dennis Lewis, TLT Ad-Hoc Committee Chair

  
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Doug Rux, Community Development Director