



TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES
December 5, 2018, 4:00 PM
Permit Center Conference Room, Newberg City Hall
414 E First Street

Chair Lewis called the meeting to order at 4:04 p.m.

ROLL CALL

Members Present:	Dennis Lewis, Chair	Jessica Bagley
	Megan Carda	Rob Felton
	Robert Griffin	Shannon Buckmaster
	Loni Parrish	Elise Yarnell-Hollamon
	Mayor Andrews, Ex Officio	Joe Hannan, Ex Officio
Members Absent:	Kyle M. Lattimer, Ashley Lippard, Lori Louis, Brian Love, Sheila Nicholas (all excused)	
Staff Present:	Doug Rux, Community Development Director	
Guests Present:	David Wall	

APPROVAL OF MINUTES

MOTION: Robert Griffin/Elise Yarnell-Hollamon moved to approve the minutes of November 7, 2018.
Motion carried (8 Yes/ 0 No).

PUBLIC COMMENTS:

David Wall thanked Chair Lewis and CDD Rux for their efforts on the tourism program. He suggested tightening up language in the grant process and that members of the Committee should not be approving grants if there is a conflict of interest.

VISIT NEWBRG -TOURISM ORGANIZATION – DRAFT AGREEMENT AND BYLAWS

Agreement

CDD Rux recapped there are one-time funds available in an estimated amount of \$490,000.

Member Carda inquired if Visit Newberg could earn interest on funds.

Member Griffin inquired if startup cost should be limited to one-quarter of the available amount.

Member Carda asked how Visit McMinnville received initial funding.

Member Parrish suggested a possible startup amount of \$100,000.



Member Buckmaster noted startup cost would include items such as Executive Director recruitment, State filings, costs for establishing the organization, funds for the Executive Director salary, rent and software.

Ex Officio Hannan noted he was uncomfortable giving \$500,000 to a new organization at one-time. He noted that dollars that stay in the TLT Fund earn interest. A national search could cost in the range of \$25,000. Another hotel is proposed within a year and will generate another \$40,000 of revenue. There needs to be metrics for a new organization.

Chair Lewis referred back to the startup costs.

Ex Officio Hannan noted three pillars: 1) Marketing 2) Facilities and 3) Events. He shared that dollars were provided to the Chehalem Cultural Center of \$250,000 with a grant and was matched by \$250,000 in outside grant funds. He shared the desire to renovate the upstairs and a match of dollars to get that project started.

Member Bagley recapped what she was hearing is to break up the onetime funds over a three to four year period.

Member Felton suggested a startup amount of \$100,000 to \$250,000.

Member Yarnell-Hollamon indicated the Committee should look at what Visit McMinnville did for startup costs.

Chair Lewis noted that McMinnville is 3 – 4 times greater in revenue than Newberg.

Member Parrish asked the Committee if language could be developed that lays out startup needs and not give a specific number.

Member Buckmaster indicated that the Visit Newberg Board is the stop gap, City Council has to review and approve the Business Plan and budget on what the dollars could be spent on.

Member Griffin shared he has sat on a number of committees and they never gave all of the funds at once. He inquired what the 5% contingency was for.

Ex Officio Hannan noted that Visit Bend had a rocky start and he was involved in that process. He noted someone may come to the City and ask for TLT dollars for tourism.

Chair Lewis indicated he was not in support on the 5% contingency in the current Agreement proposal.

Member Griffin noted a 5% contingency of \$490,000 is a smart thing to do. He inquired if the 5% could be used by the City for tourism. Ex Officio Hannan indicated yes.

CDD Rux noted that dates in the Agreement are flexible and subject to change. Section 3.e. “up to” language was discussed. The Committee was ok leaving in the “up to” language.

Ex Officio Hannan shared that the 70% -30% split is being investigated and how it applies to new hotels and lodging.



Chair Lewis suggested a change to Section 3e and remove the percentage and replace it with “in conformance with State Law”.

Member Carda inquired if it is found that the City improperly split dollars over the past three years will the City make up the difference.

MOTION: Robert Griffin/Loni Parrish moved to approve the Agreement with changes noted today.
Motion carried (8 Yes/ 0 No).

Member Yarnell-Hollamon left the meeting at 5:08 p.m.

Bylaws

CDD Rux recapped the draft Bylaws noting all of the track changes. The TLT Committee discussed and had no suggested changes.

MOTION: Megan Carda/Robert Griffin moved to approve the Draft Bylaws.
Motion carried (7 Yes/ 0 No).

Visit Newberg Board Member Recommendation

CDD Rux summarized there are twenty names proposed and that they need to be short listed for a recommendation to the Mayor.

Member Parrish noted she wants to have representation from wineries, art, and culture.

Member Felton suggested adding Ted Crawford as he is interested in a Board position.

Chair Lewis suggested Ted Crawford as an Ex Officio Board Member.

Member Parrish noted that Jessica Bagley is interested representing restaurants.

Member Card suggested Loni Parrish to represent art.

Member Griffin asked who represents Georg Fox University. It was noted Rob Felton represents the university.

Member Bagley suggested Cliff Anderson with ties to vineyards and a background in marketing.

Member Buckmaster noted to strike Emily Weichold and Mark Moisan as they both have applied to be on the Chamber Board of Directors. She suggested Britta Stewart.

Member Parrish suggested Christian DeBenedetti. He has been spoken with and is interested. She also talked to Cathy Martin who has a background in marketing and she is interested.

Member Buckmaster noted with nine Board Members could there be alternates.

Member Griffin noted to delete Hub Marduck as he has other commitments.



Member Felton suggested Jennifer Sitter and that she has been contacted and is willing to serve. She could represent the downtown, retail and vacation rentals.

Chair Lewis noted Doug Peterson is willing to serve but should be stricken. He inquired if Shannon Buckmaster could be an Ex Officio member.

Member Carda indicated she supported Cathy Martin.

Member Buckmaster also noted she supports Cathy Martin.

Member Parrish noted she support Lori Louis.

Member Buckmaster asked about the background of Robert Griffin. He noted he has served on prior boards and has a minor in marketing.

The Committee developed the following list if names to recommend to the Mayor:

Dennis Lewis
Rob Felton
Loni Parrish
Megan Carda
Robert Griffin
Lori Louis
Jessica Bagley
Cathy Martin
Britta Stewart
Christian DeBenedetti
Shelia Nicholas
Jennifer Sitter

Ex Officio: Shannon Buckmaster – Chehalem Valley Chamber of Commerce, Ted Crawford – City of Dundee

MOTION: Dennis Lewis/Rob Felton moved to approve the slate of names.
Motion carried (7 Yes/ 0 No).

WILLAMETTE VALLEY VISITOR ASSOCIATION GRANT

Member Felton shared that the Marketing Subcommittee discussed the Willamette Valley Visitor Association grant that was approved for Dundee in the amount of \$20,000. He wants to ask the Newberg City Council for \$20,000 to do the marketing for Wake Up In Wine County.

Member Carda shared that Dundee hopes Newberg would apply for the Travel Oregon Grant in April 2019. Dundee will do development first. Newberg would push out the marketing.

Member Buckmaster inquired if the City Council will approve the funds that were not spent for the prior Travel Oregon grant and use those funds plus additional funds to do the marketing.



STATUS OF DESTINATION DEVELOPMENT-MARKETING GRANTS FY 17/18

No discussion on this item was held.

TLT MEMBER UPDATES

None.

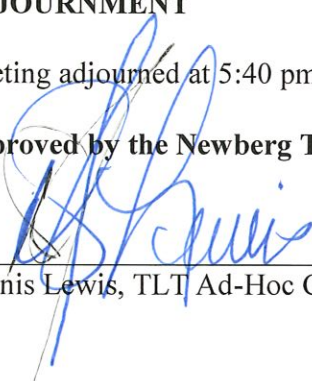
NEXT MEETING

January 2, 2019 at 4:00 pm

ADJOURNMENT

Meeting adjourned at 5:40 pm

Approved by the Newberg Transient Lodging Tax Ad-Hoc Committee this January 2, 2019.



Dennis Lewis, TLT Ad-Hoc Committee Chair



Doug Rux, Community Development Director