

Water Polo
Location of Portland
A-dec
NOFF

Wrestling
Bypass
Camp Tilikum
PNMC

Golf Course
Friendly
Skate Park

A charismatic brand is a brand for which for people there is no substitute.

Differentiate
Collaborate
Innovate
Validate
Cultivate

Who are we? Example of John Deere, generations have used it, keep it pure, keep it different.

Newberg tourism – we start here, doers and makers

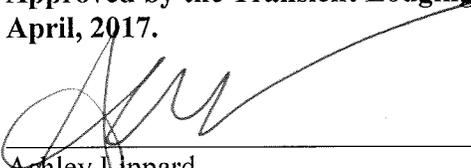
What do we do?
We create and grow and embrace.
We are a community/family that create, grow and embrace.
Shared and support.
Create – doers and makers.
Grow – agriculture and businesses.

Why does it matter?
Genuine and authentic.
Different than every other wine town.
We are about their experience.

It will take 3-4 sessions to work through the branding topic.

ADJOURNMENT: Chair Lippard adjourned the meeting at 9:28 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17th day of April, 2017.



Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director