



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE**

**April 17, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Chair Ashley Lippard at 8:39 a.m.

ROLL CALL:

Members Present: Ashley Lippard Dennis Lewis
Sheila Nicholas Sheryl Kelsh
Kyle Lattimer

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

Approval of the March 16, 2017 TLT Ad Hoc Committee Marketing Subcommittee Minutes.

MOTION: Kelsh/Nicholas to approve the Marketing Subcommittee minutes for March 16, 2017.
Motion carried (5 Yes/0 No).

TOURISM MARKETING MATERIAL:

Chair Lippard discussed the various AVAs of Dundee Hills, Chehalem Mountains and Ribbon Ridge marketing activities. She also mentioned the Downtown Newberg wineries and how to pull them all together to have a discussion on marketing and how we could all benefit and come together.

Member Nicholas noted that 200 feet is the elevation to be included in the Chehalem Mountain AVA.

Chair Lippard identified the Willamette Valley Visitor Association as another marketing element. Member Lewis identified Oregon Wine Country – Newberg as brand. There was a discussion on web search and what pops up when typing in Oregon Wine. The following list was identified: Oregon Wine Board, Wikipedia, WVVA, and Oregon Wines.

Member Nicholas noted that .wine URL could be purchased.

Chair Lippard inquired as to what makes us unique. What do we call ourselves? Hospitality makes us unique.

Member Lattimer inquired if we are positioning ourselves with McMinnville. Chair Lippard noted that McMinnville identifies themselves as the Heart of Wine Country. She noted vignettes and that Newberg is about the visitor. She identified that it should all be about the visitor, not about marketing ourselves.



Member Lewis identified marketing recreational, riverfront as a possible marketing focus.

Chair Lippard noted that Dundee's approach is Look and Feel and Fun. Travel Dundee, Oregon. They are marketing the buyer, not themselves.

Member Lewis discussed looking at how many wineries and tasting rooms are on the web. He identified by zip code, statistics as basis, infographics, restaurants with great wine lists, Newberg by the #'s and visual. He also noted that with A-dec if customers are researching their products they could do another activities of traveling for wine.

Chair Lippard proposed to the committee a tag name of "Travel Newberg". Member Lewis noted that Newberg is the Camellia City.

Chair Lippard noted that people coming to Newberg do not distinguish between Newberg, Dundee and McMinnville. It was also noted that Carlton is the "Wine Country Capital". The Committee discussed a concept of Newberg by the numbers and that it could be very visual.

There was a general discussion by the Committee with some members liking Newberg.wine. Others noted that Newberg is not just about wine. The question was raised if just the name "Newberg" should be used. It was suggested that Member Felton weigh in on the topic of a name. It was asked what the URL would be. In conclusion the Committee thought "Newberg" was appropriate as it represented hospitality.

Chair Lippard asked who the target audience was. In the Strategic Plan four groups were identified: Millennials, Luxury Travelers, Outdoor Adventurers and George Fox Network.

Member Lattimer questioned if Outdoor Adventures would be a hard sell as we are not like Bend.

Member Lippard noted that we can go after the market for Millennials. The target can't be everything to everyone.

Member Lewis commented that we need to look at demographics from events in Newberg with the example of Camellia Festival.

The Committee had a general discussion on activities in the community including food, wine, recreation, Cameo Theater, Drive-In Theater and that we are well rounded and need to be well rounded with activities.

Member Nicholas raised the question about FAM tours for frontline staff, building itineraries for where people want to go and visit.

Member Kelsh inquired if we should hire someone like Lila Martin to assist with public relations activities.

Member Lewis asked who from Chehalem Park and Recreation District is on the Transient Lodging Tax Ad Hoc Committee.

Chair Lippard noted that we do not need to spend a lot of money. Need to refresh the web and leverage with other organizations.



Member Lewis asked if a video would be helpful. PDX has a theater, Hollywood Theater, which shows short videos. There was a discussion if George Fox students could produce the video.

Chair Lippard summarized seven elements:

1. Update the website
2. Map (naked) with Shop Local program
3. Logo
4. Public Relations
5. Online ads
6. Video (George Fox Students)
7. SEO (Search Engine Optimization)/URLs

Member Kelsh noted that FAM Tours need to be included and funding to cover some of the costs.

CDD Rux commented that hiring a person to do public relations will have to follow the City's purchasing rules.

Chair Lippard commented that George Fox Students could possibly be hired for \$2,000 - \$3,000 to produce a video. Photos would also be need to draw from for future activities.

There was a general discussion to look at Transient Lodging Tax dollars that go the Chehalem Valley Chamber of Commerce and what the Transient Lodging Tax Committee wants to do to ensure that there is not overlap in activities. The Committee also discussed the Travel Guide and Shop Local program so that visually the logos look consistent.

ADJOURNMENT: Chair Lippard adjourned the meeting at 10:13 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 19th day of June, 2017.

Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director

