

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

**June 19, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Chair Ashley Lippard at 8:40 a.m.

ROLL CALL:

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

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

Approval of the April 17, 2017 TLT Ad Hoc Committee Marketing Subcommittee Minutes.

MOTION: Nicholas/Kelsh to approve the Marketing Subcommittee minutes for April 17, 2017. Motion carried (6 Yes/0 No).

TOURISM MARKETING MATERIAL:

Chair Lippard noted that she had received examples of work product from the George Fox University students along with a cost estimate for doing the video work. She noted the intent was to do a long video of 1 – 1½ minutes and several short videos for marketing purposes possible focusing on culinary and wine.

The subcommittee conducted a brainstorming session identifying places that video and still photos could be taken. These included: Allison Inn & Spa, Cameo Theater, Champoeg State Park, George Fox University, Chehalem Mountains, restaurants, farmers market, 1st Friday, Tunes on Tuesday, Wolves & People, Newberg Old Fashioned Festival fireworks, Vista Balloons, Precision Helicopter, Willamette River (boats and kayaks), Drive In Theater, restaurants high end and Jac's, restaurants (chefs I kitchens, flag pole city entrance signs, old houses around George Fox University, Hoover-Minthorn House, Chehalem Glenn Golf Course and paths, George Fox University sporting events.

Member Felton inquired if sporting events are a correct focus.

Member Lattimer asked what is the message and noted examples of McMinnville and Dundee Hills AVA.

Chair Lippard question what is Newberg's niche.

Member Lewis asked what VRBO do we have with a vineyard. Member Nicholas noted Chehalem Ridge.

Chair Lippard indicated the message needed to be happy and fun and it is about the visitor and not the landscape.

Member Kelsh noted that the Allison is reaching the Luxury travelers so should we be focusing on two of the 3 remaining targets in the Tourism Plan.

Chair Lippard noted our focus could be outdoor adventures. McMinnville is already reaching the Millennials.

Member Lattimer indicated McMinnville has more breweries and restaurants than Newberg.

Member Chair Lippard indicated that trails are more aspirational, we are not like Bend.

Member Kelsh note that we need to be out of the ordinary. She is focusing on Boomers and Millennials in her marketing efforts.

Member Lattimer suggested a connection to farmers would bring more attention nationally. Chair Lippard suggested a Farm to Table concept or an agri-tourism approach.

Member Felton stated that he operated a VRBO and people came for wine. Could we piggy back on Dundee with Newberg the location for services.

Member Lewis suggested art and leisure or wine and leisure as an approach.

Member Kelsh outlined the Willamette Valley Visitors Association (WVVA) wine plus history and wine plus adventure concept. We should be piggy backing on WVVA and Travel Oregon for leverage of messaging.

Chair Lippard indicated McMinnville is promoting their downtown, Dundee is not marketing but relying more on the prestige of their wineries.

Member Lattimer discussed the grit of farming community playing off the Doers and Makers with Chair Lippard noting the idea of gravel roads to small tasting rooms as something unique.

Member Lewis indicated Newberg is a recognized Main Street with Member Kelsh noting that Dayton, McMinnville and Carlton are also recognized Main Streets.

Member Lewis asked if Camp Tillikum should be taken advantage of as an outdoor recreation opportunity. He also noted that Newberg should be the hub to go out and do activities citing his experiences in Italy.

Member Kelsh asked the Subcommittee if we need to tell the story. Member Nicholas suggested that a brewer, wine maker and chef could be the way to tell the story.

Member Lewis reminded the Subcommittee to think about the traveler. We need a calendar of events and activities. Member Kelsh share what the Chehalem Valley Chamber of Commerce has for an events calendar.

Chair Lippard suggested a long video version focusing on Doers and Makers. She also noted that travelers are not coming for Tunes on Tuesday, it is an activity that travelers can attend while visiting Newberg.

Chair Lippard noted that Stephanie and Lori Peterson are the two George Fox University students. She distributed a cost estimate that showed the videos would cost approximately \$4,600. CDD Rux indicated he

would talk with the City Finance Department about contracting and the possibility of the funds going to the Chamber who could contract with the students.

Member Lewis raised the question about multigenerational wine making families and is that a possibility.

ADJOURNMENT: Chair Lippard adjourned the meeting at 9:50 a.m.

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



Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director