

TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
September 18, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road

The meeting called to order by Chair Ashley Lippard at 8:30 a.m.

ROLL CALL:

Members Present:	Ashley Lippard, Chair	Rob Felton, Vice Chair
	Sheila Nicholas	Sheryl Kelsh
	Jessica Bagley	Dennis Lewis
	Kyle Lattimer	

Staff Present:

Guests:

TOURISM MARKETING MATERIAL:

Chair Lippard opened the discussion and passed out a refined list of possible shot locations for the video and photos. Looking for sites that would reflect a contrast between New & Hip verses established. Stephanie and Laurie Peterson were introduced. They are the George Fox University students that will be producing the videos. It is unknown how many videos will be produced but probably two or three from 15 seconds to no more than a minute.

The Marketing Subcommittee discussed the best use of videos including social media, online, distribution to media, and distribution to local tourism partners to post on their websites. The Subcommittee also discussed that the target market audience is 50+ miles from Newberg. The discussion additional included three concepts for the videos of by the numbers, Doers and Makers, and the typical all the things you can do video. The Subcommittee identified the concept of Doers and Makers as the theme.

There was a general discussion of the shot list with committee members assigned to contact.

1. Brickhouse Winery – Member Nicholas
2. The Painted Lady – Member Bagley
3. Ruddick/Wood – Member Lattimer
4. Vista Balloons – Member Kelsh
5. The Allison Inn & Spa – Member Kelsh
6. AN Artist – Chair Lippard will contact Loni Parrish. Possible Romona Younquist could be the artist.
7. Chehalem Cultural Center – Member Lewis
8. Wolves & People – Member Lattimer
9. JK Carrier Winery – Member Nicholas
10. Chehalem Ridge Bed & Breakfast – Member Nicholas
11. Adventure Shot – Dewey Neilsen – Member Lattimer or Chair Lippard will contact.

Laurie and Stephanie Peterson will start filming once a contract is signed.

The Subcommittee discussed the possibility of Laurie and Stephanie Peterson shooting some extra video at the same time for a short (15 second) "Shop Local" themed video that could be used by the Shop Local committee. Laurie and Stephanie Peterson will provide separate quote for this to the Chehalem Valley Chamber of Commerce. This expense is probably not eligible for TLT dollars because the target market is locals.

The Subcommittee discussed the need to hire a Tourism Coordinator to drive the marketing programs and that it has been difficult for the volunteer committee to get tasks completed.

ADJOURNMENT: Chair Lippard adjourned the meeting at 10:00 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 16th day of October, 2017.



Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director