

**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
October 16, 2017 8:30 am
Newberg City Hall, Permit Center Conference Room
414 E First Street**

The meeting was called to order by Chair Ashley Lippard at 8:35 a.m.

ROLL CALL:

Members Present:	Ashley Lippard, Chair	Rob Felton, Vice Chair
	Sheila Nicholas	Jessica Bagley
	Sheryl Kelsh	Lori Louis
	Loni Parish	

Members Absent: Kyle Lattimer, Dennis Lewis (excused)

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff, Teri Council, Bob Andrews, Joe Hannan

APPROVAL OF MINUTES

Approval of the August 14 and September 18, 2017 Transient Lodging Tax Ad Hoc Marketing Subcommittee meeting minutes.

<p>MOTION: Kelsh/Louis to approve the Transient Lodging Tax Ad Hoc Marketing Subcommittee minutes for August 14 and September 18, 2017. Motion carried (7 Yes/0 No/0 abstain).</p>

**CHEHALEM VALLEY CHAMBER OF COMMERCE PRESENTATION ON TOURISM
MARKETING ACTIVITIES**

Member Kelsh explained the history of the Transient Lodging Tax (TLT) in Newberg and the new State law from 2003 on the split of funds and how funds are to be spent (70% Tourism/30% General Fund). She shared that in 2005 the Chamber had a contract with the City to run the visitor center. In 2006 Yamhill Valley Visitor Association formed as unfunded Destination Marketing Organization. Market Yamhill County.

Member Lippard inquired if there is data on how tourism has grown.

Member Kelsh noted there is data that looks at spending and the information is on the Travel Oregon website. The Chamber has a relationship with Travel Oregon and had developed other relationships. Developed relationships for Destination marketing. She noted the first City Contract was for \$18,000 when the Chamber was located at the Cultural Center. The Chamber then moved to the College Street facility. Negotiated a

percentage on city contract. Opened the Oregon Wine Education Center, more advertising and tourism promotion. At the end of the first contract re-negotiated, it now has a cap and COLA increase. The Chamber does the Visitor Center and Tourism Promotion. Visit McMinnville opened their program two years ago. AVAs have also been marketing.

Member Kelsh handed out information that covers the past three years of marketing expenses.

Member Parrish asked if there have been staff increases.

Member Kelsh noted there has been a .5 FTE increase.

Member Kelsh indicated the lodging tax was increased to 9%. The fiscal year is July 1 to June 30. She reviewed the marketing expenses. \$40,000 – \$45,000 for marketing does not go far. The data documents do not include donations related to tourism. Cited Painted Lady contribution and the Allison donates through reduced rates for rooms which lowers the TLT revenue, like double dipping.

Member Louis noted the Allison's special media rates.

Member Lippard asked if TLT funds could be used to cover the reduced room rates for FAMs.

Member Parrish noted the website design does not have much spent on enhancements.

Member Kelsh indicated a person has been hired to work on the Chamber web and SEO.

Carr Biggerstaff noted that Google 6 takes ten months or so to get traction.

Member Parrish asked how Chamber staff is distributed for activities.

Carr Biggerstaff shared that the Chamber has three functions – Chamber membership activities, Visitor Center and Tourism and Destination Marketing.

Member Parrish inquired on the number of people visiting the Visitor Center and is a physical site necessary.

Carr Biggerstaff noted the Chamber staff is shared in responsibilities. Kelsh is full time, the two other staff members work 4 days week and 3 days week. The Visitor Center is open 7 days a week during season and 5 days a week during off season. At peak have 2.75 FTE working on tourism. At peak have full time FTE working on tourism that is shared amongst staff.

Joe Hannan asked if there is a breakdown on expenses for facility share and staff share.

Member Kelsh noted that information is in the quarterly report information. Chamber gives free time, she is exempt, works weekends and nights.

Member Kelsh shared that transportation and buildable land problems in issues in 2006 and difficult to recruit business. Tourism was growing and the Chamber made a conscious decision to focus on tourism.

Member Louis inquired if Webworks is a monthly fee. Member Kelsh indicated it is a monthly fee and they look a text and key words. People are not searching for Chehalem Valley and working through each web page to update and make changes.

Member Parrish inquired if the \$450 is only for tourism web.

Carr Biggerstaff noted the Chamber has other web domain names.

Member Nicholas asked about the percentage of TLT to Chamber.

CDD Rux noted roughly 10%, \$680,000 to the City General fund and \$139,000 to Chamber, the balance for grants and TLT program.

Member Kelsh shared a handout on media relations. FAM tours increased with the Willamette Valley designation as wine region of the year. She coordinates with Travel Oregon and partners, itineraries change.

Member Louis noted the Allison coordinates on some FAMs tied directly to the Allison.

Member Parrish noted it seemed time would be better spent not coordinating but doing tours for Kelsh.

Member Kelsh noted FAMs need to be personalized, people have dietary restrictions.

Member Parrish inquired how Brews and BBQ works.

Carr Biggerstaff shared that Brews & BBQ is a Chamber event with some regional tourism. Classify 33% of expenses as tourism.

Member Kelsh noted the Chamber is investing more in tourism than the City provides. Last year it was \$18,000.

Carr Biggerstaff provided numbers that 50% is overhead visitor Center, 40% goes to tourism (37%), FAMs have increased to a bi-monthly activity.

Member Parrish asked if there was no Visitor Center how would that effect the Chamber.

Carr Biggerstaff noted that Chamber would still have an office.

Member Kelsh noted people thought social media was the correct approach, but people still want hard copy handouts.

Member Louis noted there is so much information out there, people ask for guidance and where to go. We can help drive where people go to support local businesses.

Vice Chair Felton asked what is the count for visitors to the Visitor Center.

Member Kelsh noted over 10,000 in previous years. Reduction in FY 16/17. She noted only one sign to direct people to the Visitor Center. The Field Guide produces 19,000 copies annually and go through 19,000 a year.

Member Parrish asked if the Chamber was given more dollars to hire someone what would that look like.

Carr Biggerstaff noted the Chambers has \$37,000 and if it has more dollars it could hire someone to do tourism. The question is where does the person live? It could be at the Chamber.

Member Lippard noted the new person may not have the local knowledge.

Carr Biggerstaff noted the person could do more of the background work.

Member Parrish if the City could do an RFP and interview. If the Chamber did not have tourism what would happen?

Carr Biggerstaff noted the Chamber would still have the Visitor Center.

Member Parrish shared that she talked with McMinnville and they do not do grants.

Chair Lippard noted if the City took back the \$37,000 and added \$30,000 you would have \$67,000 to spend on hiring a person.

Carr Biggerstaff noted hours for tourism is taken from Sheryl, Pattie and Karla at the Chamber.

Member Parrish indicated it sounds like the Chamber is looking for more dollars.

Member Nicholas asked what is the Chambers recommendation.

Chair Lippard noted the Marketing Subcommittee is volunteers and reached a point that it needs a body to do tourism marketing.

Carr Biggerstaff indicated that a person could be co-located with the Chamber.

Joe Hannan noted that a marketing plan was the Subcommittee's task.

CDD Rux recapped the four models of independent organization, Chamber, City hire a staff person or City use existing staff. The City Council selected the using existing City staff.

Member Louis noted having someone dedicated to tourism would be huge.

Member Parrish asked the group if a tourism person should be hired.

Chair Lippard indicated over the next two months the Marketing Subcommittee needs to discuss the approach.

Joe Hannan noted the charge is to prepare a market plan.

Member Nicholas noted we need a job description.

Member Parrish asked if Member Kelsh hired someone what would you do.

Member Kelsh indicated she would create a plan, need someone to bridge now and the aspirational Tourism Strategy.

Chair Lippard noted we have future goals, a person would work with Subcommittee.

CDD Rux suggested a proposal to City Council in January, full TLT in December, Subcommittee in November.

Member Parrish asked the Subcommittee to look at the Chamber marketing plan. CDD Rux to resend the marketing plan to Subcommittee members.

Vice Chair Felton asked what is working and what is not. He would like to see the data.

Chair Lippard left at 9:50.

TOURISM MARKETING MATERIAL:

No discussion.

ADJOURNMENT: Vice Chair Felton adjourned the meeting at 9:53 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 18th day of December, 2017.



Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director

