



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

**November 20, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

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 Dennis Lewis

Members Absent: Kyle Lattimer (excused)

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

None.

**CONTINUED DISCUSSION ON CHEHELAM VALLEY CHAMBER OF COMMERCE
PRESENTATION ON TOURISM MARKETING ACTIVITIES**

The Subcommittee discussed and outlined three primary topic areas related to marketing activities. The first was the Marketing Subcommittee that it was a cheap option, members were knowledgeable and they had learned a lot over the past 10 months. Second was to hire a consultant with subsets of dollars on the ground and the investment was low. Third was to hire an employee to do marketing and develop a plan. They additionally discussed a marketing outline rather than a marketing plan.

The Subcommittee outlined that there is currently about \$14,000 to do marketing and that the Chehalem Valley Chamber of Commerce (Chamber) through its contract with the City of Newberg has \$37,000 for marketing. There was a general discussion that the cost for a person would be roughly \$60,000 and a need for marketing funds of approximately \$50,000.

Member Kelsh recapped her proposal from October and information in the November meeting packet to hire a person would be in the \$48,000 - \$60,000 range based on recent hires by other organizations. She has a job description drafted, there are people looking for this type of employment opportunity, that the person could be housed at the Chamber, the person could report to the Subcommittee and that day to day reporting would be to the Chamber Executive Director.



Member Lewis discussed the issue of procedure and the budget.

CDD Rux noted that with \$14,000 for marketing, \$37,000 from the Chamber marketing budget that to increase the available funds it would need to come from the grant program.

Chair Lippard inquired to the Subcommittee what do we focus on marketing or grants.

CDD Rux commented that if there is a proposal the Subcommittee would need to develop one and take it to the full TLT Committee in either December of 2017 or January 2018.

Member Lewis inquired if \$55,000 for a salary for a position was adequate.

Chair Lippard noted a total amount of \$137,000 for the Chamber contract. Chamber keep \$100,000 and give back \$37,000 for marketing purposes.

CDD Rux clarified that it is not actually giving back \$37,000. What is being discussed is adding additional funds to the Chamber contract to support a person and marketing activities that in total for the marketing program would be around \$120,000 and would include the existing \$37,000 the Chamber uses for marketing. He also clarified that have of the \$37,000 for this year has been spent.

Chair Lippard shared that \$30,000 for public relations and \$20,000 for web would be part of the approximately \$120,000 program cost.

Member Nicholas inquired if the person only works for Newberg or if they do things for Dundee. The focus should be Newberg and used an example of familiarization (FAM) tours.

Member Felton shared FAM's benefit Newberg if they visit Dundee, people eat in Newberg and stay in Newberg.

Member Bagley inquired if the Subcommittee needs to vote on their proposal.

Chair Lippard suggested that the proposal go to the TLT meeting on December 6, 2017 and if it is not resolved at that meeting it be continued to the January 2018 TLT Committee meeting. In summary the proposal is a total of \$120,000 (\$60,000 for salary, \$60,000 for marketing), use the job description as a template for the position description, and use dollars from the grant program to fill out the overall funding need.

CDD Rux asked who was going to prepare the proposal material to the TLT Committee. It was determined that Chair Lippard, Members Kelsh, Felton and Lewis would meet on November 27, 2017 at City Hall to discuss preparing the proposal and that CDD Rux would update the budget to reflect the Subcommittee's discussion for a marketing program.

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