

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

The meeting was called to order by Vice Chair Rob Felton at 8:34 a.m.

**ROLL CALL:**

Members Present:	Rob Felton, Vice Chair	Sheila Nicholas
	Sheryl Kelsh	Dennis Lewis
	Stephen McKinney	

Members Absent: Ashely Lippard (excused), Jessica Bagley, Kyle Lattimer

Staff Present: Doug Rux, Community Development Director

Guests: None

**APPROVAL OF MINUTES**

<b>MOTION:</b> McKinney/Lewis moved to approve the October 16 and November 20, 2017 meeting minutes. The motion carried 4 Yes/ 0 No).
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**TOURISM MARKETING ACTIVITIES – SUBCOMMITTEE PROPOSAL**

Member Lewis noted that there has been a change in the Chair position of the subcommittee and Member Felton will be Chairing the Subcommittee.

Member McKinney asked for a recap and background on the marketing proposal.

Chair Felton recapped that after one-year of discussion that it would be effective to have a person to implement marketing activities. The concept is \$35,000 from Chamber contract and balance from the Transient Lodging Tax fund.

CDD Rux referred members to the proposed budget in the packet where \$37,000 of the Chamber budget and the balance from the TLT fund would fund the position. This means reallocating funds from the Destination Development – Marketing Grant to fund a position. In the fiscal year 2019/2020 and beyond it would leave slightly over \$130,000 for the Destination Development – Marketing Grant program.

Member Lewis asked if Member Kelsh had talked to anyone about the possibility of a position.

Member Kelsh explained that she was at a conference recently and had discussed the possibility with people and there is interest.

Chair Felton noted that he would like to have someone with marketing online experience and believes that will reach more online rather than face to face.

Member Kelsh indicated she was ok with that approach.

Member Lewis indicated some online marketing coordination is necessary and would need to be coordinated with George Fox University and have a strong social media presence.

Member Kesh shared that the Chamber survey work shows training on social media is a priority of members but people do not attend training sessions. She has brought in PCC Climb in the past for training.

Chair Felton inquired what is the Naked Map.

Member Kelsh shared that it is a generalized map that that local businesses can use to draw directions to a location a visitor is recommended to visit.

Member Nicholas inquired if there are any restrictions like zip code in the job description to focus on the City of Newberg.

Member Kelsh noted she needs to work with partners and go beyond the city limits of Newberg.

Member Nicholas asked if the charge of the Committee was to focus on Newberg.

Member Lewis noted the approach is Newberg as the hub for hotels, restaurants and places to stay

CDD clarified that in the grant program it refers to the Newberg zip code and the Strategic Plan even reference Champoege State Park.

Member McKinney shared that the City Council may ask that same question so the Subcommittee needs to be clear on the focus area. The Committee also needs to assist City Manager Hannan and CDD Rux in attracting hotels.

Member Kelsh shared that there is a priority on FAM tours that are outside the City of Newberg but they directly impact Newberg.

CDD Rux reminded the Subcommittee that we only have two vineyards within the city limits, the Allison Inn and Anam Cara.

Member Kelsh shared that McMinnville looks at a 20 mile radius around their community for marketing.

Member Lewis inquired if apportioning funds could be restricted to have more dollars to the Transient Lodging Tax fund rather than going to the general fund.

Member Kelsh reminded the Subcommittee that State law establishes the apportionment of funding.

Member McKinney noted that the City can now annex land unlike past State and local law limitations on annexation.

CDD Rux shared that he hoped from this meeting that the Subcommittee formulates a recommendation to the full Transient Lodging Tax Committee on an approach for marketing.

Chair Felton shared that he wants the job description reworked for more online marketing experience and not all focused on tourism. He also reviewed the material in the packet on the proposed marketing strategy. He also shared that Newberg is the first destination in to wine country and recapped the various sections of the marketing strategy.

Member Kelsh stepped out of the meeting at 9 am and returned at 9:11 am.

Member McKinney noted that Freindsview is an audience and they bring people into the community. He also inquired about other agricultural activities and agri-tourism opportunities like hazelnuts.

Chair Felton noted it is ok to have a focus on agri-tourism program if necessary though it is a small market niche on hazelnuts.

Member Kelsh shared that from her perspective the number one focus is wineries and number two is restaurants. At the Visitor Center people inquire on their way to the coast on restaurants and then visit two or three wineries on their trip. At the Visitor Center they influence behavior to stay in Newberg.

Member McKinney noted he likes the information shown and the concept of influencing behavior as an interim approach.

Member Kelsh noted there needs to be a discussion about urls at some point in the marketing discussion.

Member McKinney asked about the Sunset Magazine article on Wolves & People and if we could get the rights to the article.

Member Nicholas shared that Sunset wrote an article several years ago on Newberg as a vacation location.

CDD Rux shared that the Subcommittee proposal will go to the full Transient Lodging Ad Hoc Committee on January 3. An alternative if the Subcommittee does not develop a recommendation today is that it would go to the full Committee in February. A proposal will go to the City Council in either February or March depending on when the full Transient Lodging Tax Committee reviews the proposal. He also noted that there would need to be either a modification to the contract with the Chamber or a separate contract for additional marketing activities.

Member McKinney inquired who the contributor of funds for marketing activities is. The Chamber and City, any others?

CDD Rux shared that the goal is to have approximately \$60,000 to hire a person based on the Subcommittee discussions.

Chair Felton posed to the Subcommittee the question if there will be time on the January 3 agenda given the Small Grant presentations.

Member Lewis noted that if people review the material beforehand there should be enough time.

Chair Felton inquired if the Transient Lodging Tax Ad Hoc Committee could meet at 3 pm on January 3. CDD Rux noted he will check on space and availability. There was a general discussion about starting at 3:30 pm on January 3.

Member Nicholas asked if the position title could be changed to "Newberg Tourism Coordinator".

CDD Rux asked if Member Kelsh could forward a Word version of the position description for distribution to Subcommittee members.

**MOTION:** McKinney/Lewis to forward a recommendation to the Transient Lodging Tax Ad Hoc Committee for the proposed Marketing Strategy and Position description in the packet. The motion carried 5 Yes/ 0 No).

CDD Rux asked that if there are any suggested modifications of the documents that they are sent to him by the end of the day on December 22 for inclusion in the Transient Lodging Tax Ad Hoc Committee packet.

**ADJOURNMENT:** Chair Felton adjourned the meeting at 9:35 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 29<sup>th</sup> day of January, 2018.**



Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair



Doug Rux, Community Development Director