

**TRANSIENT LODGING TAX AD HOC COMMITTEE MEETING MINUTES  
JANUARY 3, 2018, 3:30 PM  
Public Safety Building, 401 E Third Street**

Chair Lewis called the meeting to order at 3:52 p.m.

Chair Lewis introduced Robert Griffin, a new Committee member and he gave a brief summary on his background.

**ROLL CALL**

Members Present:	Dennis Lewis, Chair	Shelia Nicholas, Vice Chair
	Rob Felton	Stephen McKinney
	Megan Carda	Jessica Bagley
	Brian Love	Robert Griffin
	Loni Parrish	Kyle Lattimer
	Bob Andrews, Ex Officio	Joe Hannan, Ex Officio

Members Absent: Ashley Lippard, Lori Louis – both excused, Sheryl Kelsh

Staff Present: Doug Rux, Community Development Director

**APPROVAL OF MINUTES**

Approval of the December 6, 2017 Minutes

<b>MOTION:</b> Love/Parrish moved to approve the December 6, 2017 meeting minutes. The motion carried 7Yes/ 0 No/ 1 absent)
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**MARKETING SUBCOMMITTEE – MARKETING PROPOSAL**

Chair Lewis noted that the Marketing Sub-committee proposal would be delayed and moved to February 7, 2018, and the Marketing Sub-committee would meet on January 29, 2018 at City Hall.

**UPDATE ON SMALL GRANT SOLICITATION (FY 2016-2017)**

CDD Rux provided an update on the 2016-2017 program noting that the Cultural Center Camellia Festival would occur in April 2018.

**PRESENTATIONS BY APPLICANTS FOR THE TLT SMALL GRANT PROGRAM**

Truffle Festival – Leslie Scott

Ms. Scott provided an overview of her proposal and a Power Point presentation which included: Oregon one of the top five truffle locations in the world, people travel the world to Oregon, truffles sell for \$600 lb, abundance in N. Willamette Valley in Jory soil, expanded the festival in 2015 to Newberg, Travel Oregon is one of their partners, there is also event in Eugene Oregon, she reviewed the 2016 recap noted the two events,

the Chehalem Cultural Center is key partner for the Newberg event, in Eugene they have a hotel partner, the Truffle Festival encourages lodging in Newberg for the event, millennials are attracted to the event, sponsor page recap.

2017 Truffle Festival recap: explored science of truffles, truffles deconstructed, 100 overnight guests to the Chehalem Valley, 3-4 international media, writers/panelists from around country, two star chefs participation, people spend multiple nights and travel to Oregon, Media coverage, advertising, 1889 has been a media magazine sponsor, reviewed sponsor/partner participation.

Media Kit 2018: Feb. 16-18 event, changed date to have enough truffles and for people to travel from east coast, trained truffle dogs, truffles grow in Douglas Fir tree stands.

James Beard – Producer of show will present film on James Beard (Americas First Foodie Film)

Noted that Truffle beer – Wolves & People, Truffle Market- Honest Chocolates, Willamette Valley Wineries Association Wine Enthusiasts, Black Tie Tours, and Friday night dinner at Ruddick-Wood would be part of the program. Relationship with Painted Lady & Recipe as partners and lodging is coordinated with Lifestyle Properties as a partner.

Member Parrish asked what specifically the grant is for.

Ms. Scott noted that destination marketing is focus of grant funds. People were used to Eugene and the grant funds were a match for dollars already spent for marketing. Filming market place events and photography would be part of the grant expenditures.

Member Griffin inquired on how you distribute information on local businesses.

Ms. Scott indicated through the Chamber locally, promote area, social links, e-blasts. Focus is Newberg as gateway to wine country.

Member Griffin asked how you promote local restaurants.

Ms. Scott indicated almost all information is electronic, links to restaurants and businesses.

Member Felton asked who they use for public relations.

Ms. Scott noted it was Play Nice in Portland.

#### Hoover-Minthorn – Sarah Munro

Ms. Munro shared a Power Point on her proposal. In summary it included: The focus is Hoover's boyhood and Quaker history, Jesse Edwards came to Newberg in 1881, The Hoover House is the first house Edwards built, Minthorn started Friends Pacific Academy. Quaker's came for cheap land, fruit industry, farms, Hobson was the first Quaker in Newberg, in 1885 Hoover arrived by train, in Salem the Oregon Land Company operated by the Minthorn's, Hoover one of Americas greatest engineers.

Marketing Plan - Dan Prow a local person to work on marketing, create branding (words & pictures), Chase Estep will work on social media marketing, promotions for Chehalem Cultural Center Exhibit, yearly calendar.

Ms. Munro showed a slide on Newberg's Tourism plan goals highlighting five goals and how her proposal meets the goals. She reviewed the proposed budget.

Chair Lewis asked if this was a one-time shot on the exhibit.

Ms. Munro noted the exhibit could be used again at other locations.

Chair Lewis inquired of there is any other outside marketing to bring people to Newberg and how many new heads/beds.

Ms. Munro responded none yet, but through the marketing plan the intent is to get people to stay.

Member Felton asked if the budget include dollars for marketing.

Ms. Munro noted a small amount.

Member Griffin asked about the 10 hours of in kind contribution at \$23 hour.

Ms. Munro noted the number came from someone else.

Member Griffin inquired on how you promote other businesses; is there a list?

Ms. Munro indicated there could be a list at Chehalem Cultural Center and Hoover-Minthorn.

Member Parrish asked if there could be a traveling exhibit to raise awareness of Hoover.

Vice Chair Nicholas inquired if the grant funds are to create a marketing plan.

Ms. Munro responded that funds are to help develop the exhibit and for Dan Prow to put together a marketing plan and for Facebook ads.

Member Griffin asked how many visitors there are to the Hoover House.

Ms. Munro noted 1,100 – 1,200 annually.

Member McKinney noted he would hope for partnerships, Hoover feed Europe after 1<sup>st</sup> World War, and that coordination with George Fox University are important.

#### Cultural Center –Carissa Smith-Burkett/Brian Stewart

Ms. Smith-Burkett and Mr. Stewart shared a PowerPoint on the Camellia Festival Run/Walk. Information included: Run/walk last year had 600-700 people participants, performers celebrate cultures, annual Bloom Show, free event, local business's passport program with local businesses, the grant request is for dollars for marketing the 2017-2018 events, use Facebook, postcards, 10<sup>th</sup> Annual Festival – new promotional program with 10,000 being printed, promotion through Oregonian, Asian Reporter, Willamette Weekly. They want to grow the festival in the future to a multiday festival.

Mr. Stewart noted the Oregon Senate by a Concurrent Resolution recognized Newberg as the official Camellia City in Oregon, National Camellia Convention held in 2017 in Newberg with people from all over the United

States attending, the America Camellia Journal recapped the convention in Newberg, the Newberg Camellia has been registered and 600 plants are being propagated by a grower in California and another 400 are being propagated with a different grower in California.

Chair Lewis inquired if there was going to be a national convention in Newberg in 2018.

Mr. Stewart noted the national convention would like to come back maybe in 3 years.

Chair Lewis asked how many people come from out of the Newberg area.

Mr. Stewart indicated 70% for walk/run come from Portland, Seattle and Oregon. He also shared that tea is a plant of the Camellia family.

Member Love noted that he just got mail to sign up for the walk/run.

Member McKinney noted that Mr. Stewart has grown the festival and the Committee should support it. He also inquired if one of our Sister Cities have a Newberg Camellia.

Member Carda inquired about the \$3000 from last year.

Ms. Smith-Burkett indicated yes and it's been spent for 2018.

Member Griffin asked how you get on passport.

Mr. Stewart noted that 60 people turned in a passport in 2017. All you have to do is approach businesses to be part of passport program.

Member Carda inquired if there is a 1<sup>st</sup> Friday for event coordinated with the festival?

Mr. Stewart noted that the event is on a Saturday.

Member Carda asked if they could you do something on Friday evening?

Mr. Stewart indicated that the Hello Kitty costume is part of the event.

Member McKinney asked if the event did you do banners last year?

Mr. Stewart indicated yes and this year there will also be banners in Dundee and the billboard across from Dairy Queen will be used.

Ex Officio Andrews asked if they have reached out to St. Cousair.

Mr. Stewart noted that they have reached out to them.

Kart Rally - Rob Lewis / Nancy Lewis

Mr. Lewis noted that they are not grant writers. He went on to share through photographs and narrative the following: the business was founded in Multnomah Village, Anvil Academy teaches kids, link to order

technology, committed to community, referenced a project at Champoeg Park, aligned with Woodwork Career Alliance Program, carriage auction people come from out of State. Columbia Gorge Hwy Bike trail, ODOT behind schedule but they are working with ODOT on a Kart Rally. Dennis Thomas – cycle/karts out of Arizona, Two groups in Arizona, Scottsdale Arizona is focused on racing cars, Seattle has handmade cars and not production cars in Arizona. ODOT in 2019 will open the next section, in 2022 ODOT opens the bike route from The Dalles to Troutdale where they want to have a Cycle Kart rally over two days.

Newberg Grand Prix a precursor to the Columbia Gorge events, want to make Newberg epicenter for Oregon on Cycle Karting, sanctioning body for high schools in cycle kart, at Newberg Old Fashioned Festival want to do a hot lap at end of the parade, working on a Kart in the Rose Festival parade to promote Newberg, people came in on Friday, Saturday have display of Karts, Rally at a TBD location at a winery, Saturday evening event.

Portland Market for Makers, need marketing, working with George Fox University and World of Speed.

Chair Lewis noted TLT is really focusing on Shoulder Season events, could that be done?

Mr. Lewis noted that a swap meet could be in Shoulder Season but not the rally.

Member Card commented that if looking at Newberg Old Fashioned Festival weekend there is already a lot of community impact and there is also a wine event that same weekend. She encouraged looking at another weekend.

Member Griffin asked if selling poster for \$50 is realistic.

Mr. Lewis indicated that yes it is doable.

Member Griffin inquired about the profit & loss of the business.

Mrs. Lewis indicated they were a startup business and the information reflects their first year.

Member Griffin noted the Scottsdale Arizona event is downtown and asked if they were proposing that in Newberg?

Mr. Lewis responded that they are trying the Old Fashioned Festival parade route.

Member Griffin noted that Scottsdale and Newberg are demographically very different.

Vice Chair Nicholas indicated it would be great to be in the Rose Festival Parade.

Mr. Lewis restated that the Newberg rally would be an annual event and people would come from out of State to participate.

Vice Chair Nicholas inquired if the rally could go out to St Paul and Champoeg.

Mrs. Lewis indicated they want to start small and grow.

Mr. Lewis stated he hoped to tie the Newberg rally to the Indy car event for promotion. He shared the top speed of the Karts would be 35 mph.

Member Felton asked if our local classic car dealer has a show.

Member Parrish inquired if they could do a wine country rally?

Member Love noted that the cars are like the cars from Little Rascals.

Nancy – Indy Car Promotion – Nancy Lewis

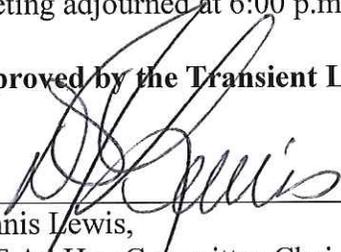
Mrs. Lewis stated the intent of the grant request is to support booth Space to promote Newberg & Kart Rally. The funds would be used to build a booth to promote Karts.

**NEXT MEETING FEBRUARY 7, 2018**

**ADJOURNMENT**

Meeting adjourned at 6:00 p.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee this 7<sup>th</sup> day of February, 2018.**

  
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Dennis Lewis,  
TLT Ad Hoc Committee Chair

  
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Doug Rux,  
Community Development Director