

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

**January 29, 2018 8:30 am
Newberg City Hall, 414 E. First St.**

The Meeting was called to order by Chair Rob Felton at 8:26am

ROLL CALL:

Members Present:	Rob Felton, Chair	Sheila Nicholas
	Dennis Lewis	Ashley Lippard
	Joe Hannan, Ex Officio	

Members Absent: Jessica Bagley, Kyle Lattimer

Staff Present: Doug Rux, Community Development Director

Guests: David Wall and Carr Biggerstaff

APPROVAL OF MINUTES

MOTION: Lewis/Nicholas moved to approve the December 18, 2017 meeting minutes. The motion carried 4 Yes/ 0 No).

TOURISM MARKETING ACTIVITIES – SUBCOMMITTEE PROPOSAL

Member Lewis noted that \$35,000 is spent by the Chamber on marketing.

Carr Biggerstaff clarified that \$39,000 out of the \$139,000 contract with the City for marketing. The total marketing spend is \$45,000 which includes some Chamber contribution

Chair Felton outlined the goal for four decisions:

1. Changes at Chamber, go forward or not on the proposal.
2. Megan Carda/Ethan Headly – could their company act as agent for the City on marketing.
3. Chamber video on Travel Oregon grant.

Member Lewis asked if it a grant

Carr Biggerstaff noted it is a grant of \$20,000 of which \$10,000 has been paid, there is a \$15,500 match, the \$15,500 is for two videos with DNA and includes media buy.

4. Domain name – break off from Chamber

Carr Biggerstaff noted someone would need to pick a domain name, take site out of Chamber web, would stand alone. Who pays for it and who manages it is a question.

Chair Felton asked the Subcommittee if the Chamber proposal should be advanced.

CDD Rux explained a possible timeline and dollars in the proposal which includes \$37,000 plus \$83,000 totaling \$120,000 (\$60,000 salary / \$60,000 marketing), two meetings of the Marketing Subcommittee (January and February) to discuss the proposal, the TLT Committee review the proposal in March and Council consideration of the proposal in April.

Member Lewis asked why the Subcommittee should wait to make a recommendation.

Carr Biggerstaff explained the Chamber Director hiring process, crafting a job description to meet Chamber needs, that volunteers running the Chamber until a new Director is hired and that they are looking at the possibility of an Interim Director.

Member Lippard commented that hiring of a marketing person should occur now.

CDD Rux reminded the Subcommittee the marketing person would not be a City employee.

Ex Officio Hannan noted that the TLT is not an entity, asked what happens if TLT goes away, what happens to the person or organization hired to do marketing.

CDD Rux inquired who on who manages the person or organization until a Chamber Executive Director comes on board.

Member Lippard noted tourism dollars are for tourism.

Carr Biggerstaff shared that it is not an issue if a tourism person is hired now. The Chamber has two people working 30 hours week, another is a receptionist and that the Chamber is not in tourism business.

Chair Felton outlined the second decision question on Lifestyle Properties and could they apply to handle the web and media relations. He raised the question if there could be a conflict of interest issue.

Member Lippard shared her concern on conflict of interest and if they have the expertise.

Carr Biggerstaff shared that the website and search engine optimization (SEO) is separate from DNA/FAM tours, conferences, trade shows, etc. The cost of maintain the web site is not in significant. For the SEO the cost currently is \$450 a month. Posting information to Facebook is another issue on time. Need someone with knowledge on ad rate sheets, and marketing.

Member Lippard noted she likes the McMinnville model.

Carr Biggerstaff shared that handling social media posts takes about one hour a week. Karla's time was being taken up with FAM tours and not Chamber membership activities.

Member Lewis inquired how the McMinnville organization operates.

Member Lippard noted she does work for McMinnville. You could have a business do marketing but could cost more. She noted that Jeff in McMinnville makes sure McMinnville looks good, branding, etc.

Dennis Lewis asked if there should be a field trip to McMinnville to talk to them about their marketing program and how does it operate. He noted there is no need to re-create the wheel and that their needs to be a job description for the marketing position.

Member Nicholas inquired if Megan's group would just do the web or also FAM tours. She noted that Newberg has lost another year of marketing opportunities.

Member Lewis reminded the Subcommittee that the focus is shoulder season – off season.

Chair Felton summarized what the group had discussed:

1. Position in Chamber.
2. OK to move forward with posting position after process is worked through and without Executive Director at the Chamber.
3. Some day to day oversight is necessary.
4. May allow agencies to apply for the marketing position. Media relations needs to be pitching in addition to responding.

Member Lewis asked the Subcommittee if it would it be good to meet with McMinnville before moving forward.

Chair Felton queued up the Chamber video restaurant week topic.

CDD Rux – Explained the February 7, 2018 TLT packet material and the full agenda with Small Grant reviews.

Chair Felton suggested bump the Marketing proposal to the March TLT meeting.

Chair Felton asked if DNA is working on the video now.

Carr Biggerstaff indicated that there is a partial script developed. Sheryl Kelsh had reached out to Recipe, Allison Inn & Spa, Tina's, Barlow Room, Palmer House and Painted Lady.

Member Lippard noted its mostly different templates and has to promote an event. She noted that McMinnville is promoting a restaurant week/month program.

Member Nicholas asked if Travel Oregon would take a rain check or do we have to do this in March.

Member Lewis inquired when the Truffle Festival would be held and it was clarified over Presidents weekend. The Camellia Festival will occur in April 2018.

Member Nicholas shared that Newberg wineries are proposing an event in June, maybe expand it to include restaurants.

CDD Rux asked how the restaurant event fits into marketing per TLT Committee focus and the City/Chamber contract on marketing.

Member Lewis indicated he is willing to go and talk to restaurants.

Carr Biggerstaff noted the Travel Oregon agreement is pretty standard, project scope, rain or shine restaurant concept. Michelle Wooder at Travel Oregon is the contact. He is unclear where the match of \$15,500 is to come from. The Chamber has commitments already for other programs. If the Chamber uses a portion of the \$37,000 for marketing for the restaurant then none left for marketing.

Member Lewis noted the TLT Committee has been conservative on awarding grants and holding back to have dollars for future grants and/or marketing.

CDD Rux noted that no contract has been entered into for the Peterson's to do the video discussed last fall.

Member Lippard inquired if the \$5,000 for the Peterson video work could be used for the restaurant video.

Carr Biggerstaff read the Travel Oregon scope of work to the Subcommittee.

Member Nicholas noted that the restaurant event could occur in April.

Chair Felton noted he will call Travel Oregon on adjustments to the project scope.

Chair Felton introduced the Domain Name topic for discussion.

Member Lippard left at 9:44 am.

Chair Felton inquired why Newberg and Dundee have separate websites noting that Dundee has cache and Newberg has cash.

Member Lewis noted that anything promoted people stay in Newberg.

CDD Rux reminded the Subcommittee that TLT grant funds are for the Newberg zip code, but marketing funds can be spent outside the zip code.

Chair Felton shared that tourism is currently buried in Chamber website, need broader reach with Newberg/Dundee.

Member Lewis shared that he agrees with Chair Felton.

Member Nicholas noted Newberg/Dundee would have broader reach.

Carr Biggerstaff shared that there are a half dozen domains available if done through Go Daddy then Biggerstaff has access.

Chair Felton suggested Visit DundeeNewberg.com.

Member Nicholas inquired what the Dundee url is.

Chair Felton indicated it is TravelDundee.com.

Member Nicholas indicated she likes DundeeNewberg.

Carr Biggerstaff read the available urls to the Subcommittee.

Member Nichols noted 50% of content is Dundee.

Carr Biggerstaff shared that if you search wine country Oregon you will pull up sites. Want content to tell story, less about the name. He suggested developing a short list of domain names. You can buy several domain names and hold them. Algorithms take 10-12 months to function correctly.

Member Lewis asked if there should there be a conversation with Dundee on a domain name.

Member Nicholas indicated to talk with Dundee first.

Chair Felton indicated the discussion on a domain name be delayed to the next meeting.

PUBLIC COMMENTS

David Wall thanked the Committee. He suggested linking activities County wide. He also noted Bluegrass festival and that there is a recording studio in town.

Next meeting February 26, 8:30am

ADJOURNMENT: Chair Felton adjourned the meeting at 10:10 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 26th day of February, 2018.



Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director