

Newberg City Hall, 414 E. First St.

ROLL CALL:

Guests: None

MOTION: Nicholas/Lewis moved to approve the January 29, 2018 meeting minutes as amended. The motion carried 3 Yes/ 0 No).

None.

TOURISM MARKETING ACTIVITIES – SUBCOMMITTEE PROPOSAL

Marketing

Chair Felton recapped that four TLT members met with Visit McMinnville to gain insight on their tourism program. He outlined that there are five possible alternatives to consider for Newberg's tourism marketing program:

1. The Chamber proposal.
2. Visit McMinnville Model.
3. A Non-profit like Newberg Downtown Coalition.
4. City staff.
5. Contract with an Agency or individual.

Member Nicholas shared her thoughts about a hybrid between alternatives 1 and 2. This would be independent, have a Board of Directors, she likes them being in a building and maybe they could be housed at the Chamber. Concern is they may get absorbed into the Chamber and Chamber activities.



CDD Rux recapped organizational models from the fall of 2016 the City Council reviewed.

Chair Felton shared that the possible intent is to get them space at the Chamber or Newberg Downtown Coalition to reduce overhead costs. The City of McMinnville does not fund a visitor center. Visit McMinnville uses smartphones and web as a visitor center. He suggested a possible kiosk at Waterwise Garden parking lot.

Member Nicholas noted Visit McMinnville does not do grants.

Chair Felton indicated it would be hard for the City Council to not provide grants.

Member Lewis shared that he sees the TLT evolving into a smaller group focusing on marketing. A questions is for the marketing person how and where to house them. He envisions one Board to oversee marketing and sees City Council as the body that is reported to at the end of each year on activities that have been completed. He noted the Cultural Center Board as an example or model. We could hire someone with an LLC and a Board that oversees. It was noted that it could be a 501c6 or 501c3 organization. Try to leverage outlying communities like Dundee and capture County funds.

Member Nicholas indicated she would support a different visitor center model.

Member Lewis noted there is a group of people who want to sit and meet with someone to discuss tourism information. Rack cards are less important. He spoke with Mike Ragsdale and he is interested in housing a marketing person. He noted that a 100 room hotel will be coming near the hospital.

Chair Felton indicated he will be talking with Dundee on Wednesday. From his observation tourism information is buried in the Chamber website. We need to share resources with Dundee and spend dollars on marketing and web site.

Member Lewis indicated Visit McMinnville would like to be more collaborative with Newberg.

Member Nicholas that is a goal but need to get our own house in order first.

Member Lewis suggested bringing the concept forward to the full TLT Ad Hoc Committee.

Chair Felton noted that \$100,000 to Chamber for the visitor center is likely significant.

Member Lewis shared that \$40,000 went to community events, \$40,000 to overhead and \$52,000 for labor. If the Chamber does not have the visitor center function then the Chamber does not need the size of space they have.

Member Nicholas inquired when is the Chamber lease up.

Member Lewis indicates approximately 2 years.

CD Rux recapped the Chamber/City Council work session discussions.

Member Lewis shared that he believes the Chamber thinks they should not be managing marketing and they want to focus on the Chehalem Valley Innovation accelerator and workforce development.

CDD Rux noted the Chamber contract is for five years and is currently into year three of the contract.

Chair Felton suggested that the TLT Ad Hoc Committee needs to have this discussion. He is ambivalent if marketing is part of the Chamber or a separate non-profit.

CDD Rux indicated he could prepare a memo that lists the five alternatives for the full TLT Committee to review. The next TLT Committee meeting is March 7 at 4 p.m. at City Hall.

Video

CDD Rux explained that the Peterson's are still working to get their business set up to enter into a contract to do the video work.

Member Lewis shared that the video for the Chamber through the Travel Oregon grant is moving forward and that restaurants are excited. Seven restaurants would be involved. \$15,000 of TLT funds through Chamber marketing contract, \$20,000 Travel Oregon grant and \$5,000 in-kind.

Chair Felton noted the script was distributed.

Member Lewis shared that Nick Hoogendam from Country Financial offered doing free videos on wineries that he would push out through his social media channels.

Member Lewis shared that the Chamber has asked about the TLT AD Hoc Committee leading on traditional magazine ads and is looking for guidance.

Chair Felton prefers multiple media channels to share information with.

Member Lewis inquired if Member Nicholas could possibly review ad opportunities to see what is a benefit or not. Daily publications have little benefit.

Member Nicholas shared that the Oregon Wine Board is important.

ADJOURNMENT: Chair Felton adjourned the meeting at 9:25 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 19th day of March, 2018.



Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair


Doug Rux, Community Development Director