



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

**April 16, 2018 8:30 am  
Newberg City Hall, 414 E. First Street**

The meeting was called to order by Chair Rob Felton at 8:32 a.m.

**ROLL CALL:**

Members Present: Rob Felton, Chair  
Shelia Nicholas (8:34 a.m.)

Jessica Bagley  
Lori Louis

Members Absent: Dennis Lewis and Ashley Lippard (excused)

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff

**APPROVAL OF MINUTES**

Approval of the minutes of March 19, 2018.

**MOTION:** Bagley/Felton moved to approve the March 19, 2018 meeting minutes. The motion carried 4 Yes/ 0 No).

**PUBLIC COMMENTS:**

None.

**TOURISM MARKETING ACTIVITIES – SUBCOMMITTEE PROPOSAL**

Chair Felton indicated the intent was to take a marketing proposal to the full TLT Committee at their next meeting on May 2, 2018. He shared a slide deck on the proposed budget options. Comments were provided that Dundee may have \$30,000 to contribute to marketing. The Chehalem Valley Chamber of Commerce contract with the City of Newberg is roughly for the Visitor Center, there are unspent marketing funds of approximately \$80,000 for this fiscal year, and indicated that there will be unspent rollover funds from the Large grant program of approximately \$130,000.

Carr Biggerstaff indicated separating the Visitor Center from marketing. Some of the funds go to marketing. There is approximately \$139,000 for the visitor Center and marketing of which roughly \$40,000 goes to marketing.

Member Nicholas asked for additional clarification on the possible funds available.



CDD Rux distributed the proposed FY 2018/2019 budget and reviewed the numbers. There is proposed \$131,773 for Tourism Promotion, \$145,342 for the Visitor Center which includes marketing, \$20,000 for the Small Grant program, and \$586,260 for the Destination Development-Marketing Grant program.

Member Louis indicated we are not applying for Travel Oregon grants. Dollars should be spent on increasing more lodging stays in Newberg.

Member Bagley indicated we need to get the word out on marketing and Travel Oregon grant opportunities.

Member Louis noted that Small Grants are not being effective in attracting tourists.

Chair Felton shared that some of the rollover funds are committed for the Destination Development-Marketing Grant program from past awards.

CDD Rux noted approximately \$400,000 total for all tourism activities.

Chair Felton indicated the Committee consider funding based on the slides provided for options. This includes roughly \$280,000 which includes \$40,000 from the Chamber contract and excludes the \$109,000 for the Visitor Center. The cost for a person is roughly \$80,000.

Carr Biggerstaff noted the rounded numbers for the Visitor Center is \$100,000 and marketing person cost would be approximately \$80,000. If the person is located at the Chamber the overhead cost is covered.

Member Nicholas inquired if there could be a rental of Chamber staff.

Carr Biggerstaff referred to the original Chamber model that was in the packet. That model is less expensive than running the tourism program through the City.

Chair Felton reviewed new model at the Newberg Downtown Coalition with overhead of roughly \$40,000.

Carr Biggerstaff shared that the \$100,000 for the Visitor Center includes \$70,000 for staffing the Visitor Center and \$40,000 for overhead.

Member Bagley suggested suspending the Large Grant (Destination Development-Marketing Grant) program for two years.

CDD Rux inquired about the cost of developing a marketing strategy. Would the person doing marketing have experience in preparing and developing a marketing strategy as well as doing the marketing activities.

Member Louis noted the person would do both. The Chamber already has a marketing plan and we already have a tourism strategy.

CDD Rux clarified that the Newberg Tourism Strategy identifies preparing a marketing strategy.

Carr Biggerstaff noted that the Chamber marketing plan is a tactical plan. He shared that the Chamber provided funds to the Oregon Truffle Festival of \$3,000 and Chehalem Cultural Center Camellia Festival of \$4,000. The funds came from the marketing funds in the Chamber/City contract.



Chair Felton noted that a Board would provide oversight to a marketing person.

CDD Rux recapped the projected FY 2019/2020 budget numbers where there would be roughly \$280,000 available if you rolled all of the available funds together excluding the Visitor Center contract.

Carr Biggerstaff indicated holding the Visitor Center contract at \$100,000 and there would be \$49,000 for marketing in FY 2019/2020.

Member Bagley suggested suspending the Large Grant program. There are three models that Chair Felton has shared.

Carr Biggerstaff noted if no staffing support for a tourism marketing person at the Chamber then the dollars go down to \$70,000 for the Visitor Center.

Member Nicholas proposed going to the full TLT Committee with three plans. A new marketing person could assist in procuring grants and it would be good to keep the Small Grant program.

Member Louis shared her view to postpone all grants. She inquired what the impact is the Small Grants to generate overnight stays.

Member Bagley made a motion.

**MOTION:** Bagley/Louis moved to bring the three proposals to the TLT Committee and suspend the grant programs. The motion carried 4 Yes/ 0 No).

CDD Rux posed several questions including who does the marketing person report to? What is the structure of the Board? Does the marketing person report to the TLT Committee?

Carr Biggerstaff shared a concept that the Board could be like the Chehalem Valley Innovation Accelerator operating under the Chamber Board.

CDD Rux noted that a proposal needs to be clear to Council on steps, process and organizational structure.

Member Bagley shared that the marketing person should report to the TLT Committee.

Member Nicholas inquired if we have a job description.

CDD Rux indicated that we have a draft job description, draft marketing plan outline, concepts on dollars for a marketing person, and concepts on a stair step organizational structure.

Chair Felton indicated he and CDD Rux would meet to go over the budget numbers.

CDD Rux noted the next full TLT Committee meeting in May 2, 2018.

Member Nicholas provided an update on the Rain or Shine program. There are over twenty reservations so far.

Member Bagley shared that Storrs Smokehouse did not get their information in to participate.

**ADJOURNMENT:** Chair Felton adjourned the meeting at 9:40 a.m.



Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 21<sup>st</sup> day of May, 2018.

Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

Doug Rux, Community Development Director