



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

**May 21, 2018 8:30 am
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:35 a.m.

ROLL CALL:

Members Present:	Rob Felton, Chair	Dennis Lewis
	Shelia Nicholas	Lori Louis
	Ashley Lippard	Megan Carda

Members Absent: Jessica Bagley

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff

APPROVAL OF MINUTES

Approval of the minutes of April 16, 2018.

MOTION: Louis/Nicholas moved to approve the April 16, 2018 meeting minutes. The motion carried 4 Yes/ 0 No).

PUBLIC COMMENTS:

None.

TOURISM MARKETING ACTIVITIES – SUBCOMMITTEE PROPOSAL

CDD Rux explained the concept for the City Council Work Session to be held that evening including seating, dinner, the discussion would have approximately 45 – 50 minutes for discussion, opportunity for questions and answers, the potential to get back to the City Council with a formal proposal on June 4 or possible in July.

Chair Felton indicated he thinks the proposal is a full TLT proposal and not just the Marketing Subcommittee.

CDD Rux suggested to keep the discussion at the policy level. The proposal discussion has around \$280,000 - \$290,000 in available funds and there are three options for the location of the marketing person which include the Chehalem Valley Chamber of Commerce, Newberg Downtown Coalition and a cube space at City Hall.

Member Card indicated the policy is moving from grants to marketing.

Member Louis suggested tabling grants for now. A marketing person could assist organizations in applying for grants to other organizations.



Member Nicholas inquired if the job description includes assisting organizations in applying for grants.

Member Louis indicated she is not recommending to never do grants (local TLT grants) again.

Chair Felton indicated the proposal is shifting from grants to marketing.

Member Nicholas noted she did not see in the job description requirements to seek grants.

Member Lippard indicated that there needs to be a clear bullet on working on obtaining grants in the job description.

Member Lewis indicated the marketing person would help define the job description. Newberg has given up Travel Oregon grant opportunities by not having a marketing person to work on grants.

Member Louis noted she had sent Member Lewis and CDD Rux an email on Travel Oregon grant opportunities.

Carr Biggerstaff shared that the job description in the packet is an example that came from the Willamette Valley Visitor Association.

Member Carda indicated grants may come up more often than we think given past activities in the area.

Chair Felton asked if Member Lewis will make the initial pitch at the joint work session this evening with City Council.

CDD Rux noted there will be approximately 18 people at the work session.

Chair Felton noted that Dundee may want to participate in the marketing activities with a contribution of around \$30,000.

Member Nicholas inquired if Carr Biggerstaff is comfortable with the marketing proposal.

Carr Biggerstaff indicated the proposal is similar to what the Chamber proposed in 2016.

Member Lewis shared the Jeff Knapp email and it was reviewed and discussed by the members.

Carr Biggerstaff indicated the Chamber is looking at applying for a Travel Oregon grant.

Member Carda asked about the Travel Yamhill County group and its status.

Carr Biggerstaff shared that the Travel Oregon grant being applied for is a specific grant proposal for digital assets for email marketing for distribution marketing. The Chambers Destination Marketing Plan per the City contract is going to the City Council and is a multi-year plan rather than an annual budget.

Member Louis asked the Committee if they had looked at the Toursim Strategy the City did a couple of years ago for background information.

Member Lewis inquired about the status of the video work.



Member Lippard noted some shots have been done.

CDD Rux shared that one more signature is needed on the contract and it will be finalized. The City needs the vendor's insurance certificate. The contract work is to be done by the end of June.

ADJOURNMENT: Chair Felton adjourned the meeting at 9:08 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 18th day of June, 2018.

A blue ink signature of Rob Felton, written in a cursive style.

Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair

A blue ink signature of Doug Rux, written in a cursive style.

Doug Rux, Community Development Director