



**TRANSIENT LODGING TAX AD HOC COMMITTEE  
MARKETING SUBCOMMITTEE  
July 16, 2018 8:30 am  
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:30 a.m.

**ROLL CALL:**

Members Present: Rob Felton, Chair Dennis Lewis  
Shelia Nicholas (8:40 am)

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: Shannon Buckmaster, Carr Biggerstaff

**APPROVAL OF MINUTES**

Approval of the minutes of June 18, 2018.

**MOTION:** Nicholas/Lewis moved to approve the June 18, 2018 meeting minutes. The motion carried 3 Yes/ 0 No).

**PUBLIC COMMENTS:**

None.

**TOURISM MARKETING**

Chair Felton inquired on the word “destination” in the Business Plan and if it was agreed to or not. He indicated he did not think it should be included.

Member Lewis noted he was not sure if there was consensus of not.

Member Nicholas noted “destination” in lower case was discussed previously.

Carr Biggerstaff noted that a Destination Marketing Organization (DMO) is recognized by Travel Oregon.

Member Lewis noted that it may help that in distinction that that the tourism organization does marketing.

Chair Felton noted the use as a proper noun verses not a proper noun could cause confusion at the City Council. He thought it was ok to keep “destination” in the Business Plan.

CDD Rux recapped the Visit Newberg document dated 7/14/18.



Member Lewis indicated he wanted to make sure any additional dollars in revenue need to go to marketing and have the City set it aside for other purposes.

CDD Rux noted that the split on Transient Lodging Tax revenue is 65% to General Fund and 35% to the TLT program. He summarized Member Lewis's comment that the intent was to not have additional revenue into the TLT Fund set aside for non-marketing purposes. The Committee agreed to add language to the document to that effect.

Carr Biggerstaff recapped expenditures:

	Overhead	Staff
\$140,000 Total Visitor Center	\$24,000	\$24,000
\$48,000 for Visitor Center    Tourism Executive Director	\$24,000	\$12,000 – \$24,000
\$48,000 Tourism Executive Director		
Total \$96,000		

Member Lewis inquired if the City/Chamber contract for the Visitor Center would need to be modified.

Carr Biggerstaff noted it would need to be modified.

Chair Felton noted the numbers need to be adjusted on revenue to add \$48,000 that would come back to the Visit Newberg program from the Chamber. CDD Rux was asked to make that change.

Shannon Buckmaster noted that an Executive Director would have a professional mindset for an office and would need support. If you want volunteers for support that can be discussed with the Chamber. You also need professional office space.

Member Lewis asked the Committee about where to go from here.

Shannon Buckmaster noted you could be paying the Tourism Executive Director \$30 hour to do basic office functions services when you could be paying \$20 hour for support services

Member Nicholas inquired if the contract with the Chamber and the Tourism organization would be for one year.

CDD Rux indicated that potential tourism organization and the Chamber would negotiate terms and length of contract.

## **THE PAIR VISUALS**

CDD Rux noted electronic files had been received in June through a download and that thumb drive should be arriving today along with an invoice.



## TLT MARKETING FUNDS

Chair Felton outlined DNA Media footage for the Rain or Shine marketing campaign and the possibility to apply for another Travel Oregon grant to have a campaign to get head in beds. The concept is Wake Up in Wine Country. He noted there could be some issue with Travel Oregon but the target is Portland for people to come stay the night in Newberg. Target would be Portland, Seattle and San Francisco.

Shannon Buckmaster noted people coming to Portland and connecting them with Newberg.

Chair Felton noted the possibility to repurpose DNA material and they are willing to make the grant application. He also indicated the possibility of a wall scape in Portland on Newberg/Dundee, but it could cost a lot to put it up.

Member Nicholas inquired if we received a metrics back from DNA on the Rain or Shine campaign.

Carr Biggerstaff indicated that metrics were provided.

Member Lewis noted that Rain or Shine was to work with dine out in Newberg. He thought local restaurants could have done better. Need to work with hotels and restaurants to dine and sleep in Newberg. In his conversations with restaurants they did not really engage in the Rain or Shine campaign.

CDD Rux noted that the TLT Committee will need to continue to meet for at least another 5 – 6 months if City Council agrees with the new marketing approach. There are dollars in this year's budget for one-time expenses for marketing.

Member Nicolas noted that if we have funds available we need to keep moving forward.

CDD Rux indicated there is a process to expend funds on marketing and the TLT Committee cannot just spend dollars without City Council approval. He explained the City's purchasing rules.

Member Nicholas noted that the City process could be December to get approval and would miss the marketing opportunity.

Carr Biggerstaff inquired if we could spend some of the \$40,000 provided to the Chamber and could we access to some of the TLT marketing funds.

Chair Felton outlined an approach of \$40,000 from Travel Oregon, \$20,000 from the Chamber or City TLT Funds, and \$5,000 from Dundee. He was hesitant to reaching out to lodging and restaurants on discounts. He thought it should be more general in nature. There will be another round of Travel Oregon grants in the fall.

Carr Biggerstaff noted the Destination Marketing Plan provided by the Chamber was developed for a 2 -3 year period. He would like to set down with the TLT Committee to review what they would like to focus on. He asked about how we get through the next 6 month. A Digital Asset Media Management (DAM) grant was being prepared but was put on hold.

CDD Rux noted that the Chamber Destination Marketing Plan will need to go back to the City Council for final approval as it was only accepted. This needs to occur after the City Council makes a decision on Tourism Marketing Organization recommendation from the TLT Committee.



Chair Felton asked that the Chamber Destination Marketing proposal be brought to the next Subcommittee meeting.

**ADJOURNMENT:** Chair Felton adjourned the meeting at 9:51 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 20<sup>th</sup> day of August, 2018.**

Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

Doug Rux, Community Development Director