

**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
June 18, 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 (8:40 am)	Lori Louis

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

Approval of the minutes of May 21, 2018.

MOTION: Lewis/Louis moved to approve the May 21, 2018 meeting minutes. The motion carried 3 Yes/ 0 No).
--

PUBLIC COMMENTS:

None.

TOURISM MARKETING ACTIVITIES – SUBCOMMITTEE PROPOSAL

Chair Felton asked CDD Rux to recap what the City Council is looking for.

CDD Rux set the framework from the City Council Work Session and reminded the Subcommittee that they do not need to be exact in their proposal back to the City Council but need to establish the framework for a proposal.

Member Lewis inquired about who is asking about holding back some funds and not all of it going to marketing.

CDD Rux shared there are members who are questioning if some funds should be held in reserve or used for Small Grants. Should the entire approximately \$280K be used for marketing or should some, maybe \$30K be set aside.

Member Lewis indicated he thought that issue was resolved.

Member Louis noted to use all of the funds for marketing.

Chair Felton inquired on what the Executive Director salary should be.

Member Lewis indicated the range of \$60K - \$70K.

Member Louis indicated that a support person is not necessary.

Member Nicholas noted that a support person for the Director is necessary.

Chair Felton noted that he was hesitant on a support staff person.

CDD Rux suggested picking which option (Chamber/Newberg Downtown Coalition/City) space location as it effects the .5 FTE position.

Member Nicholas identified going with the Chamber option for a year and then evaluate.

Member Louis indicated she agreed with Member Nicholas.

Member Lewis noted you need someone to do the daily tasks and they need to be detail oriented.

Member Louis indicated the marketing person could contract out for web services and other services. Visit McMinnville has also more dollars available than Newberg.

Chair Felton noted that if you start at the Chamber you have some support staff. If at Newberg Downtown Coalition have no staff support. The hope is the marketing person has a skill set to be hands on and down in the weeds Assumes outsourcing some of the media components like creative content person.

Member Nicholas asked if support staff can be under all remaining as an alternative.

Chair Felton noted if you go with the Chamber you have support staff.

Member Louis suggested listing support staff as an alternative.

Chair Felton recapped a salary of \$60K with \$20K for benefits. That leaves \$160K for general marketing. He thinks office space is part of the Chamber \$40K.

Member Louis inquired if we should be thinking about it in a broader context for the Director position.

Chair Felton provided another recap of \$60K - \$70K for salary, \$20K for benefits, move the website from the Chamber, start-up costs of \$6K, \$0 for office space (part of Chamber), Office supplies/travel/entertainment of \$8K, and balance of funds for marketing.

Member Nicholas noted that budgeting needs to be in the job description.

Chair Felton reviewed the Mission Statement and the word "sales" in the Statement. General discussion occurred with consensus to leave in the word "sales".

Member Lewis noted he put in the word "sales" based on Chair Felton's request.

Chair Felton referred to the job description.

Member Nicholas noted it needs to include reference to budgeting.

Chair Felton inquired if City Council will appoint the Board.

CDD Rux indicated the City Council would appoint the Board and there would be an application process.

Member Lewis asked if there were any additional groups to add for consideration.

Member Nicholas asked if it should be noted that the marketing person assists groups in writing grants.

Member Lewis shared that the intent is to write marketing grants.

CDD Rux was asked to send Chair Felton a word version of the documents.

Chair Felton noted he did not want to go down the Dundee path with City Council.

Member Lewis indicated he wants to bring Dundee in early for leverage opportunity and that Dundee is our #1 partner.

Chair Felton asked when CDD Rux needs information by.

CDD Rux noted he would need any comments or documents by June 27th or 28th.

Chair Felton indicated he would send out to the group revisions for comments.

Chair Felton noted DNA Media is doing a report to Travel Oregon on the Rain or Shine program. DNA is interested in doing other work in Newberg.

Chair Felton inquired about the video work.

CDD Rux shared the contract was signed, the Peterson's are getting video and still shots and that the work was to be done by the end of June.

CDD Rux noted that the tentative date to take a proposal to City Council is August 20th.

ADJOURNMENT: Chair Felton adjourned the meeting at 9:35 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 16th day of July, 2018.



Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director