



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

**August 20, 2018, 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 Shannon Buckmaster

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff

APPROVAL OF MINUTES

Approval of the minutes of July 16, 2018.

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

PUBLIC COMMENTS:

None.

TOURISM MARKETING

CDD Rux outlined for the City Council meeting that evening he would provide a brief introduction and overview then turn the presentation over to Member Lewis and the other members (Nicholas and Felton). He suggested the group address Exhibits A-E and summarize them for the City Council. He also recapped the financial projections that show \$353,000 - \$390,000 annually to spend on tourism marketing over the next five-years.

Member Lewis noted he can provide the summary of the proposal before the City Council.

CDD Rux reminded the Committee that the decision for the City Council is whether to establish or not a tourism organization

Member Lewis noted that in the fall will be the time to work on the process to establish the tourism organization and appoint the initial members.

Chair Felton indicated he could see someone bringing up grants, and where do dollars come from for grants.



Carr Biggerstaff noted that in Chamber Destination Marketing Plan it had some dollars for festivals noted pages 13-15 of packet.

CDD Rux indicated that the tourism organization would have to decide if the \$202,000 – \$211,000 for marketing could be used for local festivals to attract visitors.

Member Nicholas shared the emphasis is not pulling the rug out on every single grant opportunity.

CDD Rux noted the Executive Director could work with local festivals to go after Travel Oregon grant funds.

Member Buckmaster shared that the strategy could be to spend dollars on events and letting that occur through new tourism organization.

Member Lewis noted it is a mindset shift for directing dollars.

WAKE UP IN WINE COUNTRY

Chair Felton recapped that on the City Council agenda is the consent item and inquired if he should make comments under public comments.

CDD Rux noted he put the action on the Consent calendar as it is a straight forward request and there are funds available.

Member Buckmaster inquired on what the City Council thought about the Rain or Shine program.

Member Lewis asked if we could show City Council the Rain or Shine Video. There was a group discussion on merits of showing the video or not.

Chair Felton indicated he thought there was an 85% chance that the request gets approved by consent.

Member Buckmaster noted \$10,000k out of \$121,000 marketing budget is a small ask.

CDD Rux indicated if the Committee wanted to show the video he needs it now to get to the City Recorder.

Carr Biggerstaff shared he thought it was better to talk about Wake up in Wine Country and talk about what you want to do, not what's been done.

Member Buckmaster noted when she watched the video she felt cold. If Council does not like video previously done then they could say no to the request for funds to match the grant request.

Member Lewis shared DNA did a quality performance in the video. He asked about the Pair Visuals video material.

CDD Rux noted he has all of the Pair Visuals material on thumb drives that need to be down loaded to the City storage system.

Chair Felton concluded no comments should be provided under public ccomments.



CHEHALEM VALLEY CHAMBER OF COMMERCE DESTINATION MARKETING PLAN

CDD Rux indicated the material was in the packet at the request of the Chair from a previous meeting.

Member Buckmaster indicated Option 3 is the preference if City Council goes with new tourism organization.

Carr Biggerstaff recapped that the Mayor was uncomfortable on the three options when presented and the pending changes on focusing on tourism marketing that were under discussion.

CDD Rux noted Option 3 would need to be modified to cover the time period until a new tourism organization is established.

Carr Biggerstaff noted the Mayor said he liked the plan, but not three alternative budgets.

MISCELLANEOUS ITEMS

CDD Rux noted he will not be at the September TLT Ad Hoc Committee meeting and Cheryl Caines will be there to take minutes. On the agenda will be a topic on what do you spend on marketing from September through December until a tourism organization is established.

Carr Biggerstaff commented on Digital Management Assets grant proposal was started and dropped. It was a three year program and put on hold. The TLT Committee and Chamber should have a discussion on this topic.

CDD Rux shared information on discussions on the County Tourism Committee through the Strategic Doing program and a group working on surveying businesses then surveying visitors.

Carr Biggerstaff noted his Strategic Doing group the County Tourism Committee is working on a newsletter. Jeff Knapp is on the Willamette Valley Visitor Association Board. Travel Yamhill County group and Ted Crawford and others are working on Bylaws. He shared Willamette Valley Visitor Association is changing, and a strategic planning session was held. Travel Oregon is also changing its relationship and metrics with Willamette Valley Visitor Association.

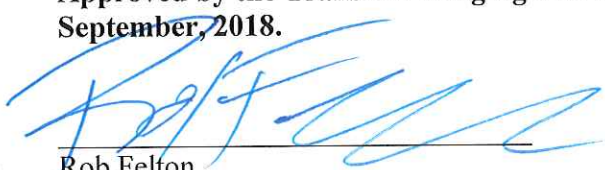
NEXT MARKETING SUBCOMMITTEE MEETING

September 17, 2018

ADJOURNMENT

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

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17th day of September, 2018.


Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair


Doug Rux, Community Development Director