



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
September 17, 2018, 2018 8:30 am
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:31 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:

APPROVAL OF MINUTES

Approval of the minutes of July 16, 2018.

MOTION: Nicholas/Lewis moved to approve the August 20, 2018 meeting minutes. The motion carried 4 Yes/0 No).

PUBLIC COMMENTS:

None.

TOURISM MARKETING TOPICS 2018

CDD Rux inquired if there are any other marketing activities to undertake.

Member Buckmaster noted she had spoken with Jeff Knapp on his experience of organizational transition and he suggested not to get into a project that would overlap with a new tourism organization.

Chair Felton indicated Megan Carda had an idea of discounts on lodging with reimbursement from TLT funds to the lodging establishments as a way to attract visitors and overnight stays.

Member Buckmaster shared that the Rain or Shine program last year had discounts and it was not a good deal for restaurants.

Member Lewis noted that lodging establishments would have to have skin in the game. 35% of the 9% in TLT tax and we pay for promotion and advertising then we are operating in the hole.



Chair Felton shared that the TLT Committee is volunteer and it was short sighted on the ask to City Council for only \$10,000 for the Wake Up in Wine Country promotion and should have asked for two to three times the amount. The program scope has increased and is costing more.

Member Nicholas asked if it is time to clean up the backyard and make cool signs.

Member Lewis noted that the Newberg Downtown Coalition is working on signage program downtown.

CDD Rux indicated there are three sign issues. 1. Highway 99W Downtown signs, 2. Cultural Center grant for art an signage downtown. 3. Visitor Center signage.

Member Buckmaster noted the Parkway Committee meeting on Thursday at 7:30 a.m. on Downtown signage.

CDD Rux shared the County Tourism Committee is planning on a survey and is unsure if they need any financial assistance.

Member Buckmaster noted Jeff Knapp is trying to bridge different groups.

Chair Felton stated he would love to see more data.

Member Buckmaster questioned if a second ask for more marketing funds for Wake Up in Wine Country is possible.

Member Lewis asked if we are coordinating with Dundee on the Wake Up In Wine Country promotion.

Chair Felton Travel Oregon and Dundee are covering creative costs. Newberg doing the marketing. PDX video displays at baggage claim. Cost is \$3,500 for four weeks. Made the ask before having DNA costs. Two video – summer and rain seasons.

CDD summarized he is hearing to focus on Wake Up in Wine Country.

Chair Felton noted Travel Oregon said a few weeks to hear on the grant request. Several weeks have passed. The intent is to look at filming the mid to end of October.

WAKE UP IN WINE COUNTRY

Chair Felton shared the grant was submitted two weeks ago.

Member Lewis recapped that Dundee asking for \$20,000 and Newberg asking for \$20,000.

Chair Felton noted we could go back to City Council to ask for additional funds. The promotion will also need a website.

Member Lewis asked about using the Dundee website as it may be a better approach in the short term.

Chair Felton noted the Oregon Business article was unclear on partnership with Dundee and he did not know if Ted Crawford actually made those comments. He asked if the Chamber had any marketing dollars.



Member Buckmaster indicated they have \$39,000. Dollars are allocated for existing programs through December 31, 2018 such as events, search engine optimization and domain accounts.

NEXT MARKETING SUBCOMMITTEE MEETING

October 22, 2018

ADJOURNMENT

Chair Felton adjourned the meeting at 9:04 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 22nd day of October, 2018.

Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director