



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

**October 22, 2018, 8:30 am
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:36 a.m.

ROLL CALL:

Members Present: Rob Felton, Chair Shannon Buckmaster
Shelia Nicholas

Members Absent: Dennis Lewis, Jessica Bagley,

Staff Present: Doug Rux, Community Development Director

Guests:

APPROVAL OF MINUTES

Approval of the minutes of September 17, 2018.

MOTION: Buckmaster/Nicholas moved to approve the September 17, 2018 meeting minutes. The motion carried 3 Yes/ 0 No.

PUBLIC COMMENTS:

None.

VISIT NEWBERG – TOURISM ORGANIZATION

Chair Felton indicated he was unclear what Destination Marketing Organization (DMO) means locally or at State level.

CDD Rux indicated that Travel Oregon has official DMO's designated around the State.

Member Buckmaster noted that there is official and unofficial designations based on research that she has done.

Chair Felton raised the issue about the name Visit Newberg. He noted that in the Oregon Business magazine article it referred to Dundee. Should an organization name be established based on conversations with Dundee?

Member Buckmaster noted that Dundee is not contributing \$2,500.00 to the Chehalem Valley Chamber of Commerce (Chamber) for marketing this year.

Member Nicholas asked if we have time to clarify the name issue.



Member Buckmaster inquired on transient lodging funds for Newberg and if they were just used within the city limits or not and that it is unclear.

CDD Rux explained the past discussion on the name Visit Newberg and discussion by the Transient Lodging Tax Committee and Marketing Subcommittee.

Chair Felton noted that Dundee has about the same dollars as Newberg or possibly 2/3 of the Newberg amount for tourism.

Member Buckmaster shared that the Dundee program contributes on a 70/30 split. The Dundee Wineries Association or other groups and maybe Dundee could contract separately with the tourism organization for marketing services.

CDD Rux recapped the direction that was given by the city Council to establish a tourism organization.

Chair Felton noted that Dundee has more name familiarity than Newberg.

Member Nicholas noted that circumstances change and in the future Newberg can become more familiar.

Chair Felton shared that he thinks the tourism organization will go further if you have Dundee involved. He indicated he would make a phone call and send an email to Ted Crawford.

Member Buckmaster inquired of the Dundee political leadership would have any issues including Dundee.

Chair Felton noted he talked with Megan Carda as she is on both the Dundee and Newberg committees.

Member Nicholas inquired if Dundee has a mayoral election in November.

Chair Felton noted that that Ted Crawford is the Chair of the Dundee transient lodging tax group.

Member Nicholas inquired if the job description is part of the Newberg/Visit Newberg contract.

CDD Rux noted the Newberg Transient Lodging Tax (TLT) Committee developed a draft job description that will be or could be refined by Visit Newberg. He inquired about possible names for members on the Visit Newberg Board of Directors.

WAKE UP IN WINE COUNTRY

Chair Felton shared that Newberg did not receive a Travel Oregon grant.

Member Buckmaster shared that she received a letter that Travel Oregon did not fund Dundee thus the Newberg budget did not balance. She shared that she edited the Dundee application that AJ drafted. She has requested that Dundee provide information why they did not get their grant request funded.

Chair Felton noted it is unclear of the two applications were too large with a total request of \$40,000.00.

Member Buckmaster shared that she is unclear of it was a clerical error.



Chair Felton and Member Nicholas had a discussion on what is public information and not public information as it relates to Travel Oregon grants submittals.

Member Buckmaster noted that we could apply again in May 2019. The new tourism organization could apply. She noted that unspent TLT dollars would go to the new tourism organization.

Chair Felton shared that we have to notify DNA that we did not get the grant. The \$10,000 requested from City Council was to partner with Travel Oregon.

Member Nicholas inquired if we have The Pair's video.

CDD Rux indicated we do have the videos.

Chair Felton shared that Dundee has more discretion in spending funds than Newberg. He noted it was short sighted on the funding request amount to City Council and did not get alternative funding options if the Travel Oregon grant was not approved.

CAMELLIA FESTIVAL:

Member Buckmaster recapped a discussion with the Camellia Festival and that they were not aware there were no grants available for 2019. She recapped there is approximately \$45,000 in the Chamber budget from TLT funds for marketing. The Chamber has only spent \$500 since July 1, 2018. She met with Brian Stewart and Carissa Smith-Burkett. In the past (last year) the Chamber contributed \$4,000 to the festival. Last year the City through the TLT grant program contributed \$8,000. They are asking for \$14,000 (\$4,000 from Chamber and \$10,000 from TLT).

She shared that the Chamber is looking at transferring Taste Dundee to the Dundee Wineries Association. Brews and Barbeque is being canceled. The golf tournament is also canceled.

Member Nicholas inquired how the Camellia Festival was funded in the past before the TLT grants.

Chair Felton noted it is a tough situation as they are working hard to put on the festival.

CDD Rux shared that the local softball group that puts on tournaments inquired about grants.

Member Buckmaster requested that the Camellia Festival issue be added to the TLT agenda. She also shared that in the Destination Marketing Plan shared with City Council in June 2018 that Option 3 was identified for assisting onboarding for the new tourism organization.

Chair Felton noted that this grant topic opens up the issue of the Chamber and outside organizations asking for dollars for festivals and programs.

NEXT MARKETING SUBCOMMITTEE MEETING

November 19, 2018

ADJOURNMENT



Chair Felton adjourned the meeting at 9:50 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 19th day of November, 2018.

A handwritten signature in blue ink, appearing to be "Rob Felton", written over a horizontal line.

Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair

A handwritten signature in blue ink, appearing to be "Doug Rux", written over a horizontal line.

Doug Rux, Community Development Director