



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
December 17, 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 Elise Yarnell-Hollamon

Members Absent: Shannon Buckmaster, Jessica Bagley

Staff Present: Doug Rux, Community Development Director

Guests:

APPROVAL OF MINUTES

Approval of the minutes of November 19, 2018.

MOTION: Lewis/Nicholas moved to approve the November 19, 2018 meeting minutes. The motion carried 4 Yes/ 0 No.

PUBLIC COMMENTS:

None.

VISIT NEWBERG – TOURISM ORGANIZATION – AGREEMENT, BYLAWS AND BOARD RECOMMENDATION

Agreement

CDD Rux recapped the issues on the \$499,000 in one time funds and the questions raised by Councilor Johnson.

Member Yarnell-Hollamon inquired if City Council could modify the Agreement this evening for initial funding to Visit Newberg.

Chair Felton noted the initial Board for Visit Newberg could draft the Business Plan and budget.

Member Lewis indicated the first order of business for Visit Newberg Board is to hire an Executive Director and develop a Business Plan and budget. He does not think the Board will hammer out a Business Plan.



Board Recommendation

Member Lewis questioned if Christian DeBenedetti should be inserted for Robert Griffin.

Member Nicholas inquired if individuals on the list of names had been contacted to see if they want to be on the Board.

Member Lewis inquired how substitutions or modifications could be made to the recommended Board membership

Chair Felton suggested may all twelve of the names go to the Visit Newberg Board for consideration and vote by a secret ballot for the nine members. There was a general discussion about attendance at the TLT AD Hoc Committee meetings.

Member Yarnell-Hollamon inquired if she could make substitutions of names at City Council.

Member Lewis noted the Mr. Griffin lives in McMinnville, meeting attendance and being up to speed. Mr. DeBenidetti has national marketing experience and owns a local brewery.

CDD Rux indicated the City Council may be asked to add the City Manager as an Ex Officio member to the Board.

Member Nicholas inquired who does the recruitment for the Executive Director.

Member Lewis noted that a head hunter assistance would be required and would be part of the Visit Newberg budget. He also asked if people had received the letter from Mr. Bridges on conflict of interest for the Visit Newberg Board.

WILLAMETTE VALLEY VISITOR ASSOCIATION (WVVA)

Chair Felton raised the issue of asking the City Council to authorize expending \$20,000 to support the WVVA grant that Dundee was awarded. It is similar to the Travel Oregon grant applied for that was not awarded. Dundee will do the creative development and Newberg the marketing.

NEXT MARKETING SUBCOMMITTEE MEETING

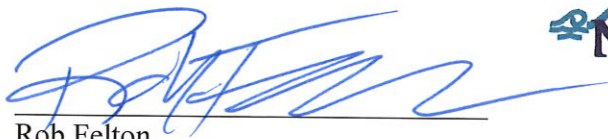
Tentative for January 28, 2019 based on the decision of the City Council on December 17, 2018.

The next full meeting of the TLT Ad Hoc Committee is scheduled for January 2, 2019 at 4 p.m.

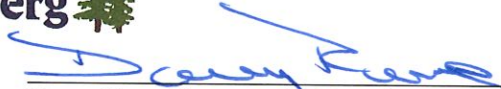
ADJOURNMENT

Chair Felton adjourned the meeting at 9:20 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 28th day of January, 2019.



Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director