

TRANSIENT LODGING TAX AD HOC COMMITTEE

January 4, 2017 4:00 pm

Newberg City Hall, 414 East First St

Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:00 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Sheila Nicholas, Vice Chair
	Patrick Johnson	Jessica Bagley
	Megan Carda	Rob Felton
	Sheryl Kelsh	Kyle Lattimer
	Ashley Lippard	Lori Louis
	Brian Love	Loni Parrish
	Ron Wolfe	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Staff Present: Doug Rux, Community Development Director
Matt Zook, Finance Director
Chris Hege, IT Systems Administrator

Guests: Colin Stuab, Newberg Graphic

INTRODUCTIONS:

Members of the Ad Hoc Committee, Ex Officio members, staff and guests introduced themselves and provided a brief background on their interests on being on the Ad Hoc Committee.

TLT AD HOC COMMITTEE ROSTER:

CDD Rux reviewed the roster noting that the members' city email accounts are listed and inquired if phone numbers for the members should also be added. The Ad Hoc Committee members discussed and by consensus agreed to add their phone numbers.

CITY EMAIL ACCOUNTS:

CDD Rux reviewed the protocols for email communications. All communications to Ad Hoc Committee members would be through their City email accounts and not to their private emails. Serial email communications were also discussed and reinforced not to conduct that practice.

Chris Hege, City IT Department indicated he was available to assist Ad Hoc Committee members in setting up their accounts on their computers, and mobile devices.

OVERVIEW OF NEWBRG STRATEGIC TOURSIM PLAN:

CDD Rux provided an overview of the Newberg Strategic Tourism Plan that was adopted by the City Council in June 2016. Ad Hoc Committee members were provided a link to the Executive Summary, Full Plan and Resolution adopting the Plan on their agenda. Members were encouraged to review the plan for goals, background data, and actions to promote tourism in Newberg.

PURPOSE/ROLE OF THE TLT AD HOC COMMITTEE:

CDD Rux reviewed material in the packet on the purpose and role of the Ad Hoc Committee as established by the City Council noting the following:

1. An Ad Hoc Committee be established by the City Council that would operate for no more than two years.
2. The Ad Hoc Committee consist of not more than 13 members drawing from members of the TLT Advisory Group plus a person representing Airbnb/VRBO's, a City Council member, a general at large citizen and Ex Officio members of the Mayor and City Manager.
3. The Ad Hoc Committee would be staffed by existing city staff.
4. The Ad Hoc Committee's role would be to solicit for tourism related facility projects, review proposals and make recommendations to the City Council.
5. The City Council would make the decision on what tourism related facility projects get funded.
6. The Ad Hoc Committee would make recommendations on the small grant program to the City Council.
7. During the two year period the Ad Hoc committee continues the discussion of an organizational model appropriate for Newberg given the funding available and report their recommendations back to the City Council.
8. The City discuss with the Chehalem Valley Chamber additional services that could be provided such as FAM's, Marketing and Destination Development. Funding for these services would come out of the Tourism Promotion expense line.
9. Funds be allocated for a consultant to conduct an assessment of exiting marketing material and provide recommendations for updating or modifying marketing material.

Member Bagley requested that a link to the Newberg Downtown Improvement Plan be sent to all of the members.

AVAILABLE FUNDS:

FD Zook provided an overview of the TLT Revenue and Uses Analysis contained in the packet. He highlighted the Gross Operator Receipts and the projection for a 3% increase annually in FY 2017/18, 2018/19, 2019/20 and 2020/21. He also reviewed the breakdown on the 9% TLT tax and when the 6% and 3% went into effect and the split requirements that must be spent on tourism from the TLT tax collected. He additionally reviewed the revenue breakdown for Tourism and City Services and the expenditure of funds for items such as Visitor Center and unallocated Tourism Activity.

TOURISM INFORMATION SESSION:

Member Louis outlined the opportunity for Travel Oregon to provide an information session to the Ad Hoc Committee and the community on tourism laying out the facts of what tourism is. She indicated in

conversations with community members they were unclear that tourism spending does not come from their property tax dollars but is paid by visitors staying in lodging accommodations. She also noted that community members are not aware of what TLT revenues are spent on currently or historically.

Member Lattimer inquired if Airbnb and other third party providers have issues with the TLT amount that must be paid.

Member Parrish noted that at Lion's Gate they have had some issue with the amount of the TLT in the past with patrons.

Member Carda noted that most people are used to paying a TLT, that Airbnb taxes out the 1% State tax but not the local tax.

Member Kelsh noted that Airbnb can take out the local tax, you would need to work with them to set it up.

Member Lippard questioned how do you market an approach to the public about an information session on tourism?

Member Love inquired if an information session should be done every year with the public.

Member Louis noted that the Graphic may be able to run an article or information about a session could be pushed out on Facebook.

Member Nicolas inquired if a quarterly progress report could be published on tourism activities. She also noted she would like to have Travel Oregon talk to the community about tourism.

Chair Lewis suggested a venue may be the City Club for a presentation.

Member Kelsh noted that on February 6 Travel Oregon will be conducting a Tourism 101 session at the Cultural Center. She also noted that with the increase in the State Tourism tax there will be additional dollars, possibly over \$2 million, that Newberg could apply for grants to leverage local dollars. Finally she noted that on February 7 The Oregon Tourism Commission meeting will be in Newberg.

Member Felton raised the issue of promotion for tourism through the web, web optimization, online marketing and the need to do better in this arena.

Member Parrish indicated that the Willamette Valley Winery Association brings her the most business and it would be good to have a web site with all relevant information when dealing with tourism.

Chair Lewis and Member Felton discussed the Romantic Road concept from Germany and have a similar concept for Newberg with a Romantic Wine Road. There currently is one from Forest Grove to Yamhill.

Member Parrish indicated one project like a website might be a focus.

Member Felton noted that the primary issue is driving people to a website.

Member Lippard indicated a need for a discussion on a web site that is Newberg.

CDD Rux suggest members think about marketing and tourism related projects before our next meeting.

MARKETING MATERIAL ASSESSMENT:

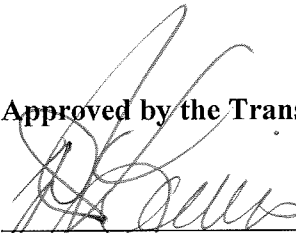
This time was tabled to the next meeting.

FUTURE MEETING SCHEDULE:

Chair Lewis asked the Ad Hoc Committee members when they would like to meet again indicating that for the next 3-4 months they should probably be meeting on a monthly basis. The Committee members agreed to meet the first Wednesday of each month at 4 p.m.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:56 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 1st day of February, 2017.



Dennis Lewis,
TLT Ad Hoc Committee Chair



Doug Rux, Community Development Director