

TRANSIENT LODGING TAX AD HOC COMMITTEE
February 1, 2017 4:00 pm
Newberg City Hall, 414 East First St
Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:04 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Jessica Bagley
	Patrick Johnson (arrived 4:37)	Rob Felton
	Megan Carda (arrived 4:10)	Kyle Lattimer
	Sheryl Kelsh	Loni Parrish
	Ashley Lippard (arrived 4:37)	Ron Wolfe
	Brian Love	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Absent: Sheila Nicholas, Vice Chair (excused) Lori Louis (excused)

Staff Present: Doug Rux, Community Development Director
Matt Zook, Finance Director

Guests:

APPROVAL OF MINUTES:

Approval of the January 4, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

<p>MOTION: Kelsh/Wolfe to approve the Transient Lodging Tax Ad Hoc Committee minutes for January 4, 2017. Motion carried (8 Yes/0 No).</p>

TLT AD HOC COMMITTEE ROSTER:

CDD Rux went over the updated Committee roster. Chair Lewis noted that the phone number for Member Johnson and Member Bagley was the same and needed to be corrected.

AVAILABLE FUNDS:

CDD Rux provided an overview on the budget for FY 2016/2017 and a proposed breakdown of the Unallocated Tourism Activity line. This is similar to the information shared with the City Council on October 17, 2016. The TLT Ad Hoc Committee members discussed the expenditure distribution.

Member Bagley indicated she was not supportive of the Tourism Consultant expenditure line.

Member Parrish noted that there is talent within the group to do an assessment of existing marketing material.

Member Kelsh reviewed what the Chehalem Valley Chamber of Commerce has for a marketing plan, days the Visitor Center is open (May-October 7 days week, November – April 5 days a week), Tourism Guide, Print advertising, Travel Oregon Visitor Guide, Online presence, Facebook, the revamping of the web, Destination Development (working on Farm Tour program), Truffle Festival, and American Camellia Festival in April.

Member Parrish noted the group could build its own marketing material. She also noted that a website could be developed and would rather see the \$40,000 to go to website development.

Member Bagley commented that she did not want to see an outside group to say how to develop marketing material. She would rather hire a public relations firm with the funds.

Chair Lewis suggested that a subcommittee be convened to evaluate existing marketing material. Additionally he indicated that maybe an extra meeting of the full Committee may be necessary to get up to speed.

By consensus the TLT Ad Hoc Committee agreed to use the \$40,000 in the Tourism Consultant line in house.

Member Parrish suggested reducing the Tourist Related Facilities line down to \$250,000 and use the reduction by adding it to Tourism Marketing.

Member Bagley that marketing should be funded like Travel McMinnville.

Member Lattimer noted he does not know what the amount of funding is for Visit McMinnville.

Ex Officio Member Andrews commented that you do not have to spend all of the funds that have been budgeted.

There was a general discussion on the Unallocated Tourism Activity subline items. By consensus it was agreed to the following:

Consultant	\$ 5,000
Staff – Meetings, Travel, Networking	\$ 2,000
Tourism Marketing	\$ 80,972
Fundraising	\$ 10,000
Tourist Related Facilities (Large Grant)	\$250,000
Small Grant Program	\$ 20,000

CDD Rux indicated he would share the expenditure adjustments with the City Council in his report to them on February 6, 2017.

FD Zook reviewed the Newberg Graphic article from January 18, 2017 clarifying that approximately 35% of Transient Lodging Tax revenue must go to tourism and the Graphic article had incorrectly captured that information.

Ex Officio Member Hannan clarified that people had made comments about a concern of not becoming a tourist town and noted that 65% of Transient Lodging Tax revenue goes to the general fund for services police, fire and general government services.

DRAFT SMALL GRANT PROGRAM GUIDELINES, APPLICATION MATERIAL AND SAMPLE CONTRACT:

CDD Rux reviewed the memo in the packet relating the roles and responsibilities of the Committee as it relates to the Small Grant Program. He briefly reviewed the series of questions to consider in reviewing the Draft Small Grant Program materials. There was a general discussion amongst the TLT Committee members on modifications that needed to occur to the document including:

Guidelines

1. Under Grant Application Process that applicants would be notified by March 31, 2017.
2. Eligible applicants must be within the Newberg zip code area of 97132.
3. Matching Requirement that Non-Profit/Government match ratio would be .5:1 and For-Profit would be a ratio of 1:1.
4. Evaluation Framework and Criteria, under the Criteria section that a scoring system of 1/2/3 be used with 1 as low and 3 as high rather than a points system.
5. Reporting Process that staff enter the correct dates.

Cover Sheet

1. Staff fixing the text on Progress Reports and Final Reports.

Application

1. Adding the requirement for a URL
2. Adding Existing Project, Existing Program and Existing Event to the section on classify the type of program.
3. Deleting text related to a project, program or event may only be eligible for up to five years.
4. Adding a new question 15 under the Project Narrative that states "What is the estimated room nights that would occur from this project, program or event?"

CDD Rux indicated he would share all of the changes with the City Council in his report to them on February 6, 2017.

DRAFT TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT

This item was held over to the March 1, 2017 meeting.

MARKETING MATERIAL – WEB, MARKETING MATERIAL ASSESSMENT:

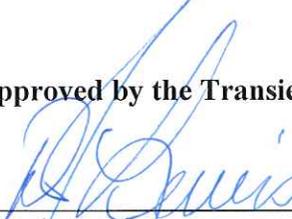
Chair Lewis asked again if a subcommittee should be formed to discuss marketing. A general discussion occurred that a subcommittee should be established which would include Members Parrish, Bagley, Lattimer, Lippard, Felton, Kelsh, Johnson, Louis and Carda. The meeting date would be February 16, 2017 at 8:30 AM at the Chehalem Valley Chamber of Commerce office.

TOURISM INFORMATION SESSION:

This item was held over to the March 1, 2017 meeting.

ADJOURNMENT: Chair Lewis adjourned the meeting at 6:27 p.m.

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



Dennis Lewis,
TLT Ad Hoc Committee Chair



Doug Rux, Community Development Director