

TRANSIENT LODGING TAX AD HOC COMMITTEE

**March 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 4:06 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Brian Love
	Patrick Johnson (arrived 4:17)	Rob Felton
	Kyle Lattimer	Sheryl Kelsh
	Loni Parrish	Ashley Lippard
	Lori Louis	Bob Andrews, Ex Officio

Absent:	Sheila Nicholas, Vice Chair (excused)	Ron Wolfe (excused)
	Megan Carda	Jessica Bagley
	Joe Hannan, Ex Officio	

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

Guests: Aaron Knapp

APPROVAL OF MINUTES:

Approval of the February 1, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Love/Lattimer to approve the Transient Lodging Tax Ad Hoc Committee minutes for February 1, 2017.

Motion carried (8 Yes/0 No).

TLT AD HOC COMMITTEE ROSTER:

CDD Rux went over the updated Committee roster.

AVAILABLE FUNDS:

CDD Rux provided an overview on the revised budget FY 2016/2017 and the proposed budget for FY 2017/2018. The Committee discussed holding off on established the subset numbers of tourism until the Marketing Subcommittee completes their work. There may be a desire for more dollars for marketing than shown in the draft proposal

UPDATE ON SMALL GRANT PROGRAM:

CDD Rux indicated that 5five applications had been received totaling \$26,000 prior to the commencement of the TLT meeting. The application deadline closes at 4:30 PM today.

DRAFT TLT DESTINATION DEVELOPMENT-MARKTING GRANT POROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT:

CDD Rux provided an overview as the Committee reviewed the various pages of the material. There was a general discussion amongst the TLT Committee members on modifications that needed to occur to the document including:

Guidelines

1. Funding minimum amount would be \$10,001 and maximum based on available funding for the fiscal year.
2. Under Grant Application Process that applicants would be notified by July 30, 2017. A three month solicitation period would need to occur.
3. Activities not Eligible. 4) The word "solely" was added to the sentence and 11) was deleted on marketing projects and expenses.
4. Match requirement was re-written to a 1:1 match for Non-Profit and Government with cash or in-kind and For-profit was a 1:1 ratio with only a cash match.
5. Under Evaluation Framework the criteria score was established as 1/2/3 with 1 low and 3 high. Subsection 4) was deleted on completion with XXX months.

Cover Sheet

1. No changes.

Application

1. Deleted the dollar amount on the second page and replaced with funding available in that fiscal year.
2. Project Narrative section 13 was deleted and replaces with "What is the timeframe for completion of your project?"

Program Reports

1. Change question 5 by adding the text "based on collected zip codes of attendees" to the end of the existing sentence.

Contract

1. General discussion that staff and City Attorney come up with language on the disbursement of funds such as 50% at time of contract and a disbursement schedule for the second half of the funds.
2. Include in the resolution that the City Manager is authorized to sign the contracts.

CDD Rux indicated he would share all of the changes with the City Council in his report to them on March 13, 2017.

MARKETING SUBCOMMITTEE UPDATE:

Member Lippard recapped the activities of the first Subcommittee meeting noting the wide variety of material and that much of it looks the same, and different communities are trying to attract the same visitor. She noted Travel Oregon, Travel Portland, Willamette Valley Visitor Association, Yamhill Valley, and Chehalem Valley. There was a general discussion on the various marketing materials and websites. Topics discussed included:

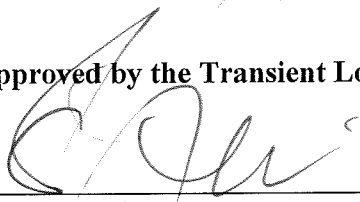
Assets
Possibilities
Negatives
Who are we?

TOURISM INFORMATION SESSION:

Member Louis noted that Travel Oregon is willing to come to Newberg and give a presentation on the benefits of tourism.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:58 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 5th of April, 2017.



Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director