

TRANSIENT LODGING TAX AD HOC COMMITTEE

**March 15, 2017 4:00 pm
Newberg City Hall, 414 East First St
Permit Center Conference Room**

Chair Dennis Lewis called the meeting to order at 4:02 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Jessica Bagley
	Patrick Johnson (arrived 4:40)	Rob Felton
	Kyle Lattimer	Sheryl Kelsh
	Loni Parrish (arrived 4:10)	Ashley Lippard
	Ron Wolfe	Brian Love
	Sheila Nicholas, Vice Chair	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio (arrived 4:52)	

Absent: Megan Carda

Staff Present: Doug Rux, Community Development Director

Guests: Martha Ragland, Erin Padilla, Brian Stewart, Sara Munro, Kimberly Zoutendijk, Al Blodget, Shannon Buckmaster, Julie Miller, Aaron Knapp

REVIEW OF TLT SMALL GRANT APPLICATIONS

Chair Lewis asked if the City Attorney had weighed in on the applications. CDD Rux noted to the Committee that the City Attorney commented that the Committee should look at if there was adequate documentation to meet the definition of tourism and tourism promotion.

Member Kelsh asked a clarifying question applications and if they needed to be in the 97132 zip code.

Member Fulton asked if questions could be asked of the applicants. CDD Rux indicated that is up to the Committee.

Chair Lewis asked the applicant to provide a brief statement on their applications.

Martha Ragland, Oregon Camellia Society – Commented on the organization and the event. The only society in the State, 57 people will be in Newberg for five nights from out of state, one couple is coming from London.

Member Nicholas commented that the event is in only a few weeks, if it can be done by then or would they be amenable to hold over potential funding to next year.

Ms. Ragland indicated it was a one-time event.

Member Louis asked if this is a request after the fact.

Ms. Ragland indicated the request is for additional things to the program.

Mr. Stewart indicated the event can go forward, but the request is for additional things like transportation.

Ms. Ragland identified additional things in gift bags that promote Newberg.

Member Wolfe about the potential down the road to attract visitors and would be the next convention.

Ms. Ragland responded possibly in 10 years would be the next convention.

Erin Padillia, Chehalem Cultural Center – Reviewed the Camilla Festival Run/Walk noting that it has good reach in town and into Beaverton. The hope is to expand outside 50 miles through targeted marketing. Rack cards for 2017, banners (new). Hope to utilize funds for the whole year to market for 2018 festival, looking at ad in the American airlines magazine.

Mr. Stewart commented that the Bloom Show is the center of activities and the American Camellia Society Convention.

Ms. Padillia they are looking at Black Tie tours, events and an evening of flowers and wine.

Member Louis inquired about information on people from outside 50 miles.

Ms. Padillia noted that they have zip code information from the past. Mr. Stewart add that they have logs on zip codes from participants. Ms. Padillia noted that she did not know where in the application materials to include information on attendees from outside 50 miles. She also noted that they would like to pay vendors (musicians) with the funds.

Chair Lewis asked the Committee if they wanted to score the two applications.

Member Nicholas inquired about how much in funds were available. Chair Lewis responded \$20,000. He also noted that the Committee could look at 58% funding for all of the applications based on the application requests of \$34,400.

Ember Parrish inquired if an application met more criteria and our goals could they score higher.

Member Lippard asked for a clarification on Assets. CDD Rux responded that Assets are identified in the Tourism Plan.

Kimberly Zoutendijk, Newberg Old Fashioned Festival – There request was based on the Fire Works Celebration. The event brings in 20,000 people to the community. For the Geocaching event people come from Washington and Canada. For the Fire apparatus activity people come from out of state. She noted they have a 37 year relationship with organizations and businesses.

Chair Lewis noted that the event is a main season event.

Member Louis noted the event happens at the same time as the Pinot Noir event.

Ms. Zoutendijk noted people come from out of state to attend and the NOFF Court works for many months in advance of the festival.

Member Louis inquired about lost funding in the past.

Ms. Zoutendijk noted that for one year the City did not provide funding.

Member Lattimer inquired if the funding is to cover fireworks.

Ms. Zoutendijk noted that the fireworks display cost \$15,000.

Member Felton inquired if the City was funding the fireworks this year.. Ms. Zoutendijk indicated no.

Member Felton inquired if NOFF could show that people come from 50 miles or more or spend the night. Ms. Zoutendijk noted that people come from Washington, Canada and Idaho.

Member Lattimer inquired that if the Committee underfunded their request could NOFF come up with the difference.

Mr. Blodget commented that the festival is a strong part of the community and has community support.

Member Louis inquired if NOFF is promoting fireworks outside of the city.

Ms. Zoutendijk noted that marketing will occur on TV stations, community calendar. She also indicated that they bring people in from outside Newberg for the sound crew, fire apparatus, car show and can get data on people staying overnight.

Shannon Buckmaster, Tunes on Tuesday – She introduced Leslie Bank her co-chair. Ms. Buckmaster noted this was an interesting process to write a grant for. Tunes on Tuesday is in its 12th year, is a regional draw, bands come from San Francisco and Portland. She noted a weakness in that they have not tracked data on overnight stay and distance traveled. She noted people do come from Seattle, the Oregon Coast and south Willamette Valley. She also noted they work with a variety of organizations. Because they changed their operational model they have new OLCC requirements. She also stated that storage of materials is a part of their request.

Chair Lewis noted that this is a Tuesday event during the summer.

Member Louis commented that it feels more like a bricks and mortar project, should CPRD be funding it and should it be part of a large grant request. SH also noted liking the sharing of the fencing with other organizations.

Ms. Buckmaster noted other events have issues with storing their equipment.

Member Felton notes that storage rental is an operational expense and is not eligible.

Julie Miller, Yamhill Community Action Partnership – Ms. Miller recapped the Lite the Fire event which occurs on October 1 and is the third year of the event. She noted the event touches the target audiences identified in the Tourism Plan and that the event benefits the Youth Outreach Program. She state they want to grow the street aspect of the event, will have fire dancers, more chef time and that the event attracts a wide audience.

Member Felton what the funds would be used for.

Ms. Miller noted the funds would be for a band, marketing, attracting more national and regional acts.

Chair Lewis inquired about the number of overnight stays.

Ms. Miller noted their estimate is 30 overnight stays and are going after the four target audiences in the Tourism Plan.

A break was taken. CDD Rux collected and calculated scores. Based on conflicts or potential conflicts Member Love did not score the Newberg Old Fashioned Festival application, Member Lattimer did not score the YCAP application, Member Kelsh did not score the Tunes on Tuesday application and Member Wolfe did not score the Tunes on Tuesday application.

CDD Rux provide the results of the scoring and noted all the math would have to be double checked.

Chair Lewis suggested a weighted scoring as some members had a conflict and could not score some of the proposals. A weighted score was applied to all of the applications.

Member Lippard commented that the Tunes proposal could get dollars from the large grant. The Committee suggested that the Tunes on Tuesday group apply for the large grant program. Member Parrish suggested partnering with other organizations on an application.

CDD Rux noted that the large grant applications would not like go before the City Council until August.

Chair Lewis noted that if they defer the Tunes request then down to \$24,400 in requests.

The Committee discussed funding the Hoover-Minthorn House Museum request at 100%.

The Committee discussed the YCAP proposal. Member Bagley noted that the event is not promoting other businesses. Member Parris noted she sees it as seed money to build the program.

The Committee discussed the Oregon Camellia Society proposal. Member Lippard likes the idea, the event is coming this year and will be happening soon. People will come back when the conference is not being held in Newberg, and people are coming from out of State.

Chair Lewis noted this could build on people coming back for future year festivals.

The Committee discussed the Newberg Old Fashioned Festival. Member Lippard noted it is a local event. Member Wolfe inquired on how to fund raise to fil the gap. Member Parris noted that City said to apply for the TLT grant rather than the City funding it. Ex Officio Member Hannan noted the City is not funding this type of project. Member Love noted maybe more focus should be on the car show and fire apparatus to draw people into the city.

Member Parrish suggested the following:

Hoover-Minthorn	\$1,400
Camellia Society	\$6,000

CCC Run/Walk	\$2,000
YCAP	\$6,000
NOFF	\$3,500

Total of \$18,900

Member Wolfe suggested adding \$550 to the CCC Run/Walk and \$550 to YCAP.

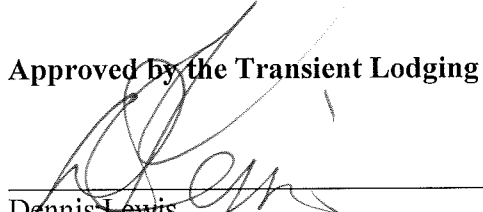
MOTION: Parrish/Wolfe to approve TLT Small Grants for:

Oregon Camellia Society - \$2,000; Chehalem Cultural Center Run/Walk - \$6,550; Hoover-Minthorn House Museum - \$1,400; Newberg Old Fashioned Festival - \$3,500; and Yamhill Community Action Partnership - \$6,550.

Motion carried (11 Yes/0 No). Absent Kelsh/Carda

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

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


Dennis Lewis,
TLT Ad Hoc Committee Chair


Doug Rux, Community Development Director