



TRANSIENT LODGING TAX AD HOC COMMITTEE

April 5, 2017 4:00 pm

**Newberg City Hall, 414 East First St
Permit Center Conference Room**

Chair Dennis Lewis called the meeting to order at 4:08 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Jessica Bagley
	Sheila Nicholas, Vice Chair	Megan Carda (arrived 4:15)
	Patrick Johnson (arrived 4:23)	Rob Felton
	Kyle Lattimer	Sheryl Kelsh
	Lori Louis	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio (arrived 4:31)	

Absent: Ashley Lippard, Brian Love, Loni Parrish, Ron Wolfe (all excused)

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES:

Approval of the March 1 and March 15, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Kelsh/Louis to approve the Transient Lodging Tax Ad Hoc Committee minutes for March 1, 2017 and March 15, 2017. Motion carried (7Yes/0 No).
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UPDATE ON TLT SMALL GRANT PROGRAM

CDD Rux noted that contracts for the Oregon Camellia Society, Chehalem Culture Center and Hoover-Minthorn House Museum have been signed. Check requests for disbursement of funds has been submitted. Member Andrews asked about the status of the remaining two awards. CDD Rux indicated they are being worked on.

REVIST OF THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT

CDD Rux indicated the purpose of the discussion today was to revisit the criteria for the grant program based on comments that have been received since the review of the Small Grant applications. He indicated a memo was in the packet which captured all of the questions and comments that had been received.

Member Felton noted that the Small and Large grant criteria were the same. For the Large Grant the criteria do not meet the purpose statement in the guidelines.



Member Andrews stated that the Legislature is looking at bills that may modify the definitions. Member Kelsh inquired if we should wait for the Legislature to finish before the Committee makes a decision.

Member Louis inquired if the scoring matrix was in the packet. CDD Rux indicated no and stepped out to make copies of the scoring matrix from the Small Grant material.

Vice Chair Nicholas indicated staff could do the review noted in item #16 in the memo (complete applications).

Member Felton inquired if the fencing proposal for Tunes on Tuesday would qualify for any funding given the definitions in State Statute. Member Kelsh indicate that Travel Oregon has funded infrastructure for events with grants. Member Johnson noted the City of Wilsonville used TLT dollars for tents.

Member Louis inquired if applicants officially qualify by law should the committee award if they don't meet the purpose of the Tourism Plan.

Member Felton commented that the Committee could vote to see if they qualify or not. If they don't qualify then their application does not move on to the scoring criteria.

Member Kelsh inquired as to why we are asking for financial information.

Chair Lewis asked the Committee if they would like to go line by line. There was a general discussion of what the off-season was and it was clarified that it was November – April.

The Committee discussed the items under Activities Not Eligible For Funding and concluded to leave the list as is.

The Committee discussed the Matching Requirement. Member Nicholas thought the 1:1 match was too much. Member Kelsh understood that Travel Oregon is doing a .25:1 match and she will check. Member Felton noted that smaller organizations are harder to fund and to identify a match.

The Committee discussed the Evaluation Framework and Criteria. Member Felton noted that they should relate back to the Purpose statement. Member Johnson noted that there are differences in perception. It is difficult with just yes/no response and inquired if it should be a score of 1 (low) – 5 (high).

CDD Rux floated that you could require a mandatory meeting with applicants 30 days into a solicitation and if an applicant does not attend they cannot apply.

Member Felton indicated meeting with applicants extends time.

Chair Lewis shared the possibility of a subcommittee to pre-screen applications. Do not vote on the first night of review but rather receive presentations. Come back for a full vote of the Committee at the next meeting.

Member Andrews noted that he has sat on some boards that allow presentations then at the next meeting score the proposals and applicants are only there to answer technical questions at the second meeting.

Chair Lewis referred back to the memo in the packet with the list of questions and comments. The Committee discussed the following:

1. What is the projected return on investment? 1-5
 - a. Predicted # of tourists attracted / overnight guests
 - b. Will it have lasting impact and utility? 0-5
2. Demonstrated history of attracting tourists / overnight guests. 0-3
3. Does it engage and energize local tourism partners? 0-3
4. Does it enhance Newberg as a destination? 0-3
5. Does it catalyze downtown development? 0-3
6. Is it likely to increase visitor spending? 0-5
7. Does it enhance shoulder season visitation? (October-May) 0-5
8. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers) 0-5

There was a general discussion on Shoulder Season and a discussions that Sunday through Thursday are target dates and applicants should get more points. A general discussion was held on Shoulder Season with the following: TLT funds are primarily targeted to bring additional tourism to our community in the non-prime tourism season, which will be defined as 'Shoulder Season': a: All times in the months of October through May will be considered a tourist 'Shoulder Season'. B: in addition, during the prime tourism season, the week days of Sunday-Thursday, will be considered as Shoulder Season. Applications for events during the Shoulder Season enhances consideration for TLT funding.

Does it enhance Shoulder Season a. Sunday-Thursday any time of years is a shoulder day, b. May - October.

There was also a discussion on adding a question on other sources of income from another public entity, applied for or received, but no actual question was not formulated.

In regards to item #16 in the memo CDD Rux indicated staff can review applications to determine if all required information has been provided. Staff to prepare a checklist. For item #17 CDD Rux will talk with the City Attorney about an applicant qualifying for TLT funds. On item #18 the Committee identified a two-step process in reviewing applications, a. Presentations at first session and b. Committee review and score at second session. For item #17 the Committee can hold a work session but it is open to the public to attend. Item #20 is tied into item # 17 and CDD Rux will talk with the City Attorney.

At the next meeting the discussion will be reviewing the criteria discussed on April 5 as well as reviewing the questions required to be responded to in the application and the questions in the Program Reports.

Chair Lewis indicated he Vice Chair Nicholas would not be available on May 3. Staff was asked to do a Doodle poll to see if the Committee could meet on April 26 or May 10.

ADJOURNMENT: Chair Lewis adjourned the meeting at 6:17 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