TRANSIENT LODGING TAX AD HOC COMMITTEE
April 26, 2017 4:00 pm
Newberg City Hall, 414 East First St
Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:03 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Jessica Bagley
	Sheila Nicholas, Vice Chair (arrived 4:07)	Megan Carda (arrived 4:09)
	Rob Felton	Kyle Lattimer
	Ashley Lippard	Lori Louis
	Brian Love	Loni Parrish
	Bob Andrews, Ex Officio	Joe Hannan, Ex Officio

Absent: Patrick Johnson, Sheryl Kelsh, Ron Wolfe (all excused)

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES:

Approval of the April 5, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Louis/Love to approve the Transient Lodging Tax Ad Hoc Committee minutes as amended for April 5, 2017.
Motion carried (8 Yes/0 No).

UPDATE ON TLT SMALL GRANT PROGRAM

CDD Rux updated the Committee on the status of the contracts for the Oregon Camellia Society, Chehalem Culture Center, Hoover-Minthorn House Museum and Yamhill Community Action Partnership have been signed. Check requests for disbursement of funds has been submitted. Newberg Old Fashioned Festival is in process.

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

Chair Lewis opened the discussion asking about the funding amount base at $10,001.

Member Parrish indicated she has heard comments on why small grants were only partially funded and if there would be additional dollars. She also inquired on who would apply for the large grant program. The Committee identified that Young Professionals of Yamhill County, Trolley project and Cultural Center may apply.

Member Carda indicated that Young Pro's and other groups are coordinating for a larger ask for fencing.

Ex Officio Member Hannan noted that the City Attorney does not think that fencing would qualify as it is not a fixed building and that Member Kelsh was going to look at what other organizations have funded.

Chair Lewis noted that the Committee could say no on a grant award.

Member Parrish commented that she felt pressured during the Small Grant award process.

Member Bagley suggested that at the first meeting review grant request and at second meeting make the awards.

CDD Rux reminded the Committee that all of their meetings are public meetings and open for the public to attend.

Chair Lewis refocused the discussion on the topic of what should be the minim grant amount forthe large grant program.

Vice Chair Nicolas inquired if we are too early in the process of developing criteria and if the Committee should wait so that it aligns with the marketing plan.

Chair Lewis noted that the minimum amount could hypothetically be $30,000. Awarding small grants is not building long term.

Member Love asked how you define a business.

Member Lippard inquired if a restaurant would qualify.

Ex Officio Member Hannan asked the Committee if dollars could go into a loan program for restaurants.

CDD Rux noted that possible funding interest have been received from the trolley group, Yamhill Flats, a carousel, Chehalem Cultural Center and trail projects.

Ex Officio Member Hannan added Anvil Academy and asked what private business verses non-profit organizations is.

Chair Lewis indicated that Member Kelsh had informed him that Travel Oregon has a 25% match and maybe Newberg should align with Travel Oregon match requirements.

Member Bagley noted that Member Kelsh indicated Travel Oregon is funding tents.

Chair Lewis indicated Member Kelsh will come back with a list of what Travel Oregon is sponsoring.

Member Parrish indicated she was amazed at Travel Oregon dollars going to the World Games.

Member Louis suggested that the Committee not get hung up on the amount. The Committee needs to be able to say no and that a request may only be for a portion of a total project.

Member Felton noted that if the minimum grant amount is $10,000 the Committee may get more asks and more work in reviewing requests.

Member Love suggested a minimum of $25,000.

Member Parrish suggested $10,000 and get more applications to review.

Member Felton noted that the Small and Large Grant criteria are currently the same.

Member Lippard indicated she learned a lot from the Small Grant process.

Chair Lewis summarized that he is hearing $10,001 is ok.

Member Parrish indicated more bricks and mortar projects, projects that are long term.

Member Love suggested leaving the minimum amount of $10,001 alone for now.

Member Felton inquired if the Committee wanted to say grants were only for Tourism Related Facilities.

Member Lippard suggested building facilities and promoting that use or activity.

Member Parrish noted that Champoeg Park wants to attract people who are history buffs.

Consensus was reached on leaving the minimum grant at $10,001.

Chair Lewis referred to page 4 of the minutes on criteria and the Purpose Statement on Artisan Makers and Doers in the Guidelines. The criteria was taken out but should it be added back in.

Member Parrish noted that Makers and Doers is important.

Member Carda suggested adding into 4.a. Artisan Makers and Doers.

Chair Lewis asked the Committee if you get more points if Artisan Makers and Doers.

Member Parrish inquired if Adventurers get more points.

Ex Officio Member Andrews asked what is the definition for Doers and Makers.

Member Felton noted that Makers and Doers is a big element of the Tourism Plan. Member Lippard noted criteria #8 is focused on tourists. Makers and Doers needs to be a new question or criteria or a subset, maybe a new #5.

Member Bagley noted that Destination is already in #4.

CDD Rux raised the question about the definition of shoulder season.

Chair Lewis inquired if you could get more extra points for weekday events. Shoulder season can be defined to meet our needs.

Member Felton asked if a new criteria should be added on weekday.

Vice Chair Nicholas noted that you could have a great event in January during the week.

Member Carda inquired that you could have an event in July during the week.

Member Parrish indicated it would be nice to have a public restroom downtown.

Member Love noted that it would be nice to have dollars for what we want, someone could have a multi-year proposal.

Member Felton asked if the Project Narrative should draw from criteria and that the language needs to be the same.

Member Lippard noted the narrative needs to match the criteria.

Member Felton noted Project Narrative 1, 2, 3, 9, 10 and 13 should be kept. Adapt the rest to the criteria.

Vice Chair Nicholas asked what the timing was for grant solicitation. CDD Rux provided a possible schedule for solicitation in the fall and awards in the winter to gear up for spring, summer and fall activities.

Member Love noted that we will get into a rhythm, we were just running out of time this fiscal year.

Chair Lewis noted we do not want to recreate the short Small Grant timeframe.

CDD Rux asked if there were any suggested changes to the Reports document. None were noted.

MARKETING SUBCOMMITTEE UPDATE

Member Lippard noted the next subcommittee meeting is scheduled for May 15 at 8:30 a.m. at the Chamber. Discussions have focused on not doubling up on efforts already being done by the Chamber. She listed out the following discussion topics:

1. Update the web
2. Naked map - shop local group partnership
3. Logo –align with other groups
4. Public relations – a focus
5. Online advertising
6. Video for tourism
7. Newberg – not Chehalem Valley

Chair Lewis spoke to the Hollywood theater at PDX which is a venue for independent film makers and the possibility of coordinating with George Fox University.

Member Lippard indicated that she will be meeting with George Fox University students on a video and paying the students for their work.

Member Louis indicated that a video could be used over and over again with her groups.

Member Lippard indicated there are two students at George Fox University, one is a videographer and the other a photographer. They could do a project this summer in July or August. A shot list would need to be developed.

Member Parrish noted that Yamhill Cultural Alliance has a large document.

Member Lippard noted the subcommittee has discussed that Newberg is hospitable, friendly and has art.

Member Parris asked about pay to play and who would get left out.

Member Louis suggested that FAM tours are important.

Member Lippard noted that Chamber needs to change their tourist web site, name, logo and subscript on Dundee and St. Paul.

Member Parrish indicated she would like to be able to send clients to a list of things to do in Newberg.

Member Carda noted that there is a large list of businesses and is it open to everyone or just Chamber members.

Member Lippard indicated that there are discussions on tourist verses Chamber and how to make it work for the website and that it needs to be figured out.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:59 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 7th day of June, 2017.

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director