City of Newberg

TRANSIENT LODGING TAX AD HOC COMMITTEE
June 7, 2017 4:00 pm
Newberg City Hall, 414 East First St
Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:05 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Jessica Bagley
	Sheila Nicholas, Vice Chair	Sheryl Kelsh
	Rob Felton	Kyle Lattimer
	Ashley Lippard	Joe Hannan, Ex Officio

Absent: Patrick Johnson, Loni Parrish, Ron Wolfe, Bob Andrews, Ex Officio (all excused), Megan Carda, Lori Louis, and Brian Love

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES:

Approval of the April 26, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Felton/Nicholas to approve the Transient Lodging Tax Ad Hoc Committee minutes for April 26, 2017.
Motion carried (7 Yes/0 No).

UPDATE ON TLT SMALL GRANT PROGRAM

CDD Rux updated the Committee on the status of the contracts. The Oregon Camellia Society submitted their final report and returned $1,187.30 of unspent funds. Hoover-Minthorne House Museum submitted their progress report. The Newberg Old Fashioned Festival contract has been executed.

MARKETING SUBCOMMITTEE UPDATE

Member Lippard noted the next Subcommittee meeting is June 19, 2017. She reviewed the topic of a series of videos with a main video and shorter videos. An estimate on the cost of producing the videos should be available on Monday along with samples of work from two George Fox University students. The homework for the Subcommittee is to develop a list of places to get video and still photos. The video topic will be discussed further at the June and July Subcommittee meetings. The Subcommittee also discussed public relations services.

CDD Rux remained the Committee that City purchasing rules will need to be followed to enter into a contract for service.

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TOURISM INFORMATION SESSION

Member Kelsh reported that she is waiting to get a latter from Travel Oregon on eligible expenditures for activities such as fencing.

Ex Officio Member Hannan inquired if a tent would be an eligible expenditure of TLT funds.

Member Felton indicated that City Attorney Stone in his material and interpretation noted that a tent would not be eligible.

Member Kelsh indicated she and CDD Rux attended the Governors Conference on Tourism and that she is preparing a summary and will share at the July meeting.

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

Chair Lewis opened the discussion referring to Page 8 in the packet and the Grant Application Process and the timeline for notification. CDD Rux explained the timeline for a three month solicitation, then application review with notification expected in January 2018 to applicants.

Chair Lewis noted Page 9 and the Evaluation Framework and Criteria asking if the criteria should be weighted consistently.

Member Felton indicated that some criteria may need different weighting. There was a general discussion amongst them members of criteria weighting of what should be 0-3 and what should be 0-5. By consensus the Criteria were modified to reflect that criteria 1a. and 1b. should be weighted as 0-5. Criteria 2 should be modified to reflect that the word "partner" should be plural "partner(s)", Criteria 4 should be weighted 0-5. Criteria 9 needed to have the word "least" added after the word "at". Additional consensus was reached that the title of this section of the Guidelines should be reworded to "Evaluation Criteria". The subsection titled "Framework" should be reworded to "Eligibility Criteria" and #5 should be deleted and a new subsection added that used text from Travel Oregon on bankruptcy. There was a general discussion on Travel Oregon Key Initiatives. CDD Rux recapped all of the proposed changes suggested by the Committee members.

Chair Lewis identified the application Cover Page and change on fiscal year dates. No other changes were suggested. On the grant application changes were noted on the fiscal year dates. There was a general discussion to fix the number sequence in the Project Narrative section along with fixing the spelling in #5, correct the double reference to the word "program" in #7, modifying the text in #9 to say "your" and not "you", correcting #10 so the word "partner" is plural, and modifying #11-13so that each reads "If so how?"

Chair Lewis asked if there were any additional changes to the Report section beyond the fiscal year. No changes were suggested.

Chair Lewis inquired if the Whereas section of the Contract was necessary. CDD indicated the City Attorney has reviewed the contract and approved its form. Staff did not want to modify the work of the City Attorney. Vice Chair Nicholas noted that section 6.A.(1) had an incorrect spelling of the word RECIPIENT.

Chair Lewis asked the Committee if the meeting time still works for the members. Consensus was to keep the meetings at 4 p.m.

CDD Rux indicated that at the next meeting he would bring the Small Grant material back for review using the template from the Destination Development –Marketing grant material.

CDD Rux noted that the July meeting would include a discussion on the budget for FY 2017-2018.

Chair Lewis inquired if there is a TLT fee in the County. Ex Officio Hannan indicated that topic is to be discussed by the County at a later date.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:24 p.m.

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

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director