



TRANSIENT LODGING TAX AD HOC COMMITTEE

July 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 4:05 p.m.

ROLL CALL:

Members Present: Dennis Lewis, Chair
Megan Carda (arrived 4:10)
Kyle Lattimer
Lori Louis
Joe Hannan, Ex Officio
Jessica Bagley (arrived 4:21)
Sheryl Kelsh
Brian Love
Bob Andrews, Ex Officio

Absent: Loni Parrish, Ashley Lippard (all excused), Sheila Nicholas, Patrick Johnson, Rob Felton and Ron Wolfe

Staff Present: Doug Rux, Community Development Director

Guests: None

UPDATE ON TLT SMALL GRANT PROGRAM

CDD Rux updated the Committee on the status of the contracts. The Oregon Camellia Society is completed. Hoover-Minthorn House Museum waiting for the sign to be placed. Newberg Old Fashioned Festival submitted a progress report. YCAP's progress report is due in August. Chehalem Cultural Center Camellia Festival will be in April 2018.

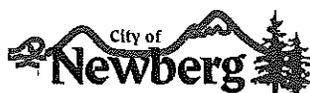
UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRAN PROGRAM SOLICITATION

CDD Rux noted that the application packet material went to the City Council as an information item. A fillable pdf is being created and on track to have the material posted to the web site on July 7, 2017. A review of the schedule was provided with presentations before the TLT Ad Hoc Committee in November, scoring the applications and a recommendation to City Council in December, and City Council review in January 2018.

MARKETING SUBCOMMITTEE UPDATE

Member Kelsh provided an overview on video development and that three quotes may be required for services, Familiarization (FAM) tours, public relations assistance would require a Request for Qualifications or a Request for Proposals. FAMs take a lot of time to coordinate. She also spoke briefly about attending the Travel Oregon conference and influencers within the community and a local individual who produces videos and has 8,000 viewers.

Chair Lewis noted that Jackson Family could also be an influencer locally.



APPROVAL OF MINUTES

Approval of the June 7, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Kelsh/Louis to approve the Transient Lodging Tax Ad Hoc Committee minutes for June 7, 2017. Motion carried (7 Yes/0 No).

REVIST OF GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT FOR SMALL GRANT PROGRAM

CDD Rux provided an overview of modifications to the Small Grant Program materials. The template was the Destination Development-Marketing Grant template.

Chair Lewis inquired what the last sentence in the second paragraph under Eligible Applicant meant. CDD Rux indicated that applicants were to not request discounts from lodging operators for their program or event as it would reduce transient lodging tax revenues.

CDD Rux inquired if January 2018 was an acceptable timeline to notify applicants if their grant had been awarded. He reviewed the timeline of solicitation in mid-August, applicant presentations to TLT Ad Hoc Committee in November, TLT Ad Hoc Committee scoring and ranking in December, and City Council award in January 2018. The Committee discussed and by consensus concluded the timeline was acceptable and the solicitation should be for 45 days.

Ex Officio Member Andrews asked about the Small Grant Program Application, Project Narrative #6 and if it should be revised to read “Will it have lasting impact and /or utility?” The Committee agreed that “/ or” should be added to the question.

Ex Officio Member Andrews asked about the Small Grant Program Application, Project Narrative #12 and what Doers and Makers are. Chair Lewis indicated it relates back to the Purpose section of the Guidelines.

Ex Officio Member Andrews asked about the Small Grant Program Application, Project Narrative #14 asking for clarification of shoulder season. The Committee discussed and reworked the question to read “Does your project, program or event enhance tourism from October – May or any Sunday – Thursday Visitation. Explain how.”

Chair Lewis asked that the Cover Page, Application, and Program Reports include the addition of an alternative phone number.

Member Carda noted that with the change to the Small Grant Program Application, Project Narrative #14 it also needs to be changes in the Guidelines under Evaluation Criteria, Criteria # 8 so they read consistent.

MOTION: Carda/Louis to approve the Small Grant Program application materials as noted in the discussion. Motion carried (7 Yes/0 No).



FY 2017-2018 BUDGET

CDD Rux reviewed the budget sheet in the packet highlighting the funds available for FY 2017-2018. He also noted that there would be additional funds available because all of the funds were not expended for marketing and fundraising in FY 2016-2017 and that there could be an additional \$90,000 to include through a Supplemental Budget. More information will be provided at future meetings.

Member Lattimer inquired if there had been discussion on increasing the transient lodging tax.

Member Carda noted that McMinnville and Dundee are at 10% on their transient lodging tax.

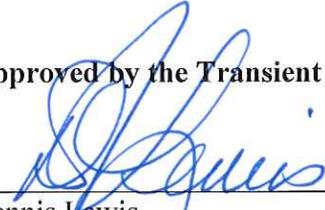
TLT MEMBER UPDATES

Member Louis noted that Travel Oregon has their matching grant program opening.

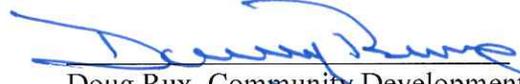
Member Kelsh commented on the Travel Oregon Wine Country Grants and that the Travel Oregon Small Grants are simple, has to be a new project or expanding a project. The Local Destination marketing Organization and Regional Destination Marketing Organization have to sign off on the grant application.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:06 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 2nd day of August, 2017.



Dennis Lewis,
TLT Ad Hoc Committee Chair



Doug Rux, Community Development Director