

TRANSIENT LODGING TAX AD HOC COMMITTEE

August 2, 2017 4:00 pm

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

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

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Sheila Nicholas
	Rob Felton	Ashley Lippard
	Kyle Lattimer	Brian Love
	Lori Louis	Loni Parrish
	Bob Andrews, Ex Officio	Joe Hannan, Ex Officio

Absent: Patrick Johnson, Sheryl Kelsh (all excused), Jessica Bagley, Megan Carda and Ron Wolfe

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

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

MOTION: Love/Lattimer to approve the Transient Lodging Tax Ad Hoc Committee minutes for July 5, 2017. Motion carried (4 Yes/0 No/3 abstain).
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UPDATE ON TLT SMALL GRANT PROGRAM (FY 2016-2017)

CDD Rux updated the Committee on the status of the contracts. Hoover-Minthorn House Museum signs are up and final report is due August 31. Newberg Old Fashioned Festival event was held and final report is due September 1. Yamhill Community Action Partnership (YCAP) progress report submitted and in review. Chehalem Cultural Center had no activities to report.

Member Love asked if a report on accomplishment of programs could be done such as information on web and Facebook. Possibly a picture of the Hoover-Minthorn House Museum sign.

Vice Chair Nicolas noted that promotions are underway for the YCAP Light the Fire event and downtown merchants are promoting.

Member Lippard shared that Light the Fire marketing is underway and they are marketing itineraries to attendees.

UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRAN PROGRAM SOLICITATION

CDD Rux noted that the application packet material was posted on the City web site on July 10, 2017 and closes on October 9, 2017. Notice was also sent to the Chehalem Cultural Center, Hoover-Minthorn House Museum, Anvil Academy, Cameo Theater and a party interested in hotel development.

UPDATE ON TLT SMALL GRANT PROGRAM (FY 2017-2018)

CDD Rux shared that the grant solicitation material goes to the City Council on August 7. Solicitation is anticipated to start on August 18 and close on October 2, 2017. The November 1, 2017 TLT Committee meeting will be for presentations by grant applicants and the Committee will meet on December 6, 2017 to score the applications and develop a recommendation to the City Council.

MARKETING SUBCOMMITTEE UPDATE

Member Lippard noted the next Subcommittee meeting will be on August 14 due to the eclipse event on August 21. She is working on a scope of work for the video activities and that it would include four videos (B-roll) and still pictures.

Member Louis indicated Willamette Valley Visitor Association is doing a video and that Newberg will be a part of that process.

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.

TLT MEMBER UDPATES

Member Parrish inquired if Chehalem Park and Recreation District could apply for grant dollars for the Bypass trail.

Ex Officio Hannan noted that for Crater Park the Chehalem Park and Recreation District may ask for funds for lighting as the facility attracts visitors for tournaments from outside Newberg.

TOURISM INFORMATION SESSION

Member Louis indicated the Tourism Information Session idea is dead as people were not interested. The TLT Ad Hoc Committee got the grant program set up and running and the Marketing Subcommittee is working forward. The Committee should discuss what we want to do for tourism.

Chair Lewis inquired how do we get projects that are important out to the community.

Member Louis indicated being proactive. She supports bringing hotel operators to the community and making Newberg a better location. She is looking for the TLT Ad Hoc Committee to help promote Newberg.

Member Parrish thought the Committee would be more creative in its activities.

Member Louis indicated she would like to have a tourism specialist on board and needing someone who can get out there and do things based on TLT Committee direction. We should have ads in different publications for example in McMinnville, Tualatin Valley.

Member Parrish inquired if the Chamber is doing the ad activity.

Member Lippard asked if promoting tourism via the Chamber or promoting Newberg is the focus.

Chair Lewis asked if the Chamber has staff to do marketing.

CDD Rux indicated he would send out the Chamber Destination Marketing Plan report that was recently shared with the City Council.

Ex Officio Hannan clarified that the Chamber has a contract with the City and has certain activities to accomplish.

Member Lattimer noted that McMinnville has three people working on tourism.

Member Love said it feels like the TLT group is not always coordinating with the Chamber, and it needs to.

Member Lippard stated that there are many brands out there and that the Chamber has their brand.

Member Parrish noted she would like to have someone from the TLT Committee work with the Chamber when it prepares its yearly program.

Member Lippard indicated branding needs to come from one source and we need to figure out who is doing what. The Chamber is paid to do tourism and the TLT Committee is volunteer.

Member Louis noted FAMs need someone to focus on that activity.

Member Felton noted he has seen the Chamber report.

Member Lippard inquired why Brews and BBQ is not a tourism event.

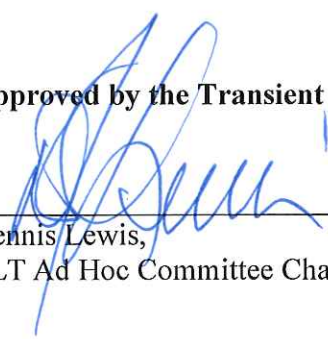
Member Love stated that a lot of tourism is out at wineries. We need new events.

Member Lattimer noted the Committee needs to have a discussion about new events.

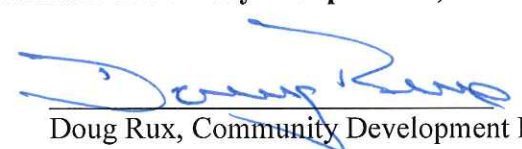
CDD Rux shared the City IT help line number for those that need assistance accessing their email account or connecting to member cell phones. He also stated he would not be at the September meeting but would have one of his staff attend in his place.

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

Approved by the Transient Lodging Tax Ad Hoc Committee this 6th day of September, 2017.



Dennis Lewis,
TLT Ad Hoc Committee Chair



Doug Rux, Community Development Director