TRANSIENT LODGING TAX AD HOC COMMITTEE
September 6, 2017 4:00 pm
Newberg City Hall, 414 East First Street
Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:04 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Sheila Nicholas
	Rob Felton	Ashley Lippard
	Loni Parrish	Brian Love (arrived 4:10)
	Jessica Bagley	Sheryl Kelsh
	Bob Andrews, Ex Officio	Joe Hannan, Ex Officio

Absent: Patrick Johnson, Lori Louis, Kyle Lattimer (all excused), Megan Carda and Ron Wolfe

Staff Present: Steve Olson, Senior Planner

Guests: None

APPROVAL OF MINUTES

Approval of the August 2, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Nicholas/Parrish to approve the Transient Lodging Tax Ad Hoc Committee minutes for August 2, 2017 as corrected.
Motion carried (7 Yes/0 No/0 abstain).

TLT SUBCOMMITTEE ROLES AND RESPONSIBILITIES

Chair Lewis asked if there was any input from the TLT Ad Hoc Committee. The TLT Ad Hoc Committee held a general discussion on grants and the focus of the Committee.

Member Parrish recapped the roles contained in the packet.

Member Kelsh agreed that the focus was on grants.

Chair Lewis noted #9 and the Committee chose not to hire a consultant. The intent is to spend funds systematically.

Member Lippard noted if a consultant was hired you would still need a committee to work on marketing and provide direction to the consultant.

Member Kelsh commented on collaboration with Chamber. How would additional dollars be used? Competing elements and what is our brand.

Member Lippard inquired if the Committee decides the brand or do we pay someone to establish the brand. No one has the time to do all of the necessary activities on a volunteer basis?

Member Parrish asked how dollars got allocated to grants.

Ex Officio Hannan indicated the mix follows the recommendation from the Tourism Plan and downtown plan. There was not a discussion about hiring someone to do marketing. Some organizations focus on tourism facilities. Some need more assistance on marketing. Newberg set aside some funds for small grants. An example was shared of Newberg Old Fashioned Festival coming to Council requesting funds.

Member Parrish thought dollars would go to marketing program. Spending money and organizations may not have a plan. Her thought was the Committee in the first year was to get its ducks in a row.

Member Lewis indicated it was a purposeful approach in the grant programs. The Committee has to develop the marketing plan.

Member Lippard noted we have eight volunteers and it's difficult to do a marketing plan with volunteers.

Member Kelsh explained that a marketing plan is needed and coordination with the Chamber is necessary. Until we have one person (contractor) we are challenged. She noted McMinnville was challenged with grants. The Chamber does not have the bandwidth. To move the initiative forward we need one person.

Member Lippard agreed on the need to have a coordinator.

Vice Chair Nicholas – Consultant put together a great plan.

Member Lippard noted we don't want to reinvent anything.

SP Olson summarized the Committee operates for 2-4 years. Mixing #1, #7 and #9 in the memorandum. #7 focuses on discussing the organizational model. In the end the Committee works its self out of a job. #4 & 5 are ongoing and should be a public process.

Member Kelsh commented on comparing us to Salem and Central Oregon, which are at a different scale, is not realistic.

Chair Lewis noted the Committee has the ability to discuss what funds are necessary. The Committee does not have to spend 100% on grants. We can provide recommendations to the City Council.

Member Lippard indicated the Marketing Subcommittee is discussing what is necessary for marketing. We should also compare expenditures on marketing to what we are spending on grants.

Member Parrish noted she would like to know more about what McMinnville does and Central Oregon.

Member Lippard suggested doing research to figure out how to pull this off.

Member Kelsh asked if the Committee can invite McMinnville to come and talk. Erin Stevenson from Yamhill Flats is another possibility.

Chair Lewis clarified that the next couple of meetings will be focusing on grants. At Marketing Subcommittee invite guests. Member Kelsh to reach out to different groups and possible Newport Chamber and Redmond.

Member Love noted you can spend a lot in benefits for a person.

Ex Officio Andrews asked about coastal communities. Are they a potential to look at.

Ex Officio Hannan indicated Washington County collects 9%, 5% returned to operators. 4% then cities. Three communities have their own tax Forest Gove 2%, Hillsboro 3%, Beaverton 4%.

Member Kelsh noted the State has 1.5% tax.

SP Olson summarized the discussion follow ups on organizational structure, overall tax rate and overall budget.

Member Parrish asked if the discussion could include what would you would do differently and lessons learned.

Ex Officio Andrews inquired about other organizations in other states to look at? Utah or Idaho.

Member Kelsh shared that Travel Yamhill County received a grant from YC to look at other models in state and out of state. A report was delivered to Yamhill County about 6 weeks ago. Could not identify another way.

UPDATE ON TLT SMALL GRANT PROGRAM (FY 2016-2017)

Chair Lewis shared that the Hoover-Minthorn House signs are up.

Chair Lewis noted the Newberg Old Fashioned Festival final report to arrive soon. Ex Officio Hannan shared that there is a meeting next week to finalize their report, did not have all their bills in yet.

UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM SOLICITATION

Chair Lewis recapped the solicitation started on July 10. Closes October 9.

Member Lippard inquired if there is interest in large grant?

Member Parrish noted $8M needs to be raised to complete the Cultural Center. Doing just the kitchen alone raises costs. Could dollars be used just for engineering and does that fit? Or does it have to be true bricks and mortar.

Member Felton indicated we would have to look at guidelines.

Ex Officio Hannan recapped the Newberg Strategic Tourism Plan identified the Cultural Center. It has been asked if they could just pull out kitchen from the overall project but that could cost an additional 20% to costs. The Cultural Center is in the middle of their capital campaign. There is a set aside in Chehalem Park and Recreation District (CPRD) SDCs of $8M for the Cultural District. The Cultural Center and Cultural District boards will be meeting. He is prompting the Cultural Center Board to ask for dollars. There is money out there.

Member Parrish noted CPRD owns the building. The Cultural District could use $5M other than the Cultural Center Building for projects.

Ex Officio Hannan stated on September 18 at 7 PM there will be a joint meeting between the City and CPRD. On the agenda is the Cultural District, Trails, Future Focus and Reuse Water. Electronic copies of the Cultural District Plan are available on the City web site.

Ex Officio Andrews reminded the Committee that September 18 is not a meeting where comments will be accepted.

Member Parrish inquired if CPRD is governed by the City. SP Olson clarified they are a separate government entity.

Member Lippard inquired who controls the $8M.

Ex Officio Andrews stated it is CPRD funds.

Member Parrish noted the lawsuit on new SDC rate. What if there is no grant applications. Do we have to spend the funds?

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

Chair Lewis shared the solicitation started on August 18 and closes on October 2, 2017.

MARKETING SUBCOMMITTEE UPDATE

Member Lippard indicated the next meeting is September 18 at 8:30 AM at the Chamber office. The videographer and photographer will be present to do a final brain storm and get them started.

Member Parrish asked if artists could be added to the list.

Member Lippard inquired about a date for invitees or possible a different date and time to share how their programs work.

TLT MEMBER UDPATES

None.

ADJOURNMENT: Chair Lewis adjourned the meeting at 4:56 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 4th day of October, 2017.

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director