

**TRANSIENT LODGING TAX AD HOC COMMITTEE**

**October 4, 2017 4:00 pm**

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

Chair Dennis Lewis called the meeting to order at 4:23 p.m.

**ROLL CALL:**

Members Present: Dennis Lewis, Chair  
Rob Felton  
Kyle Lattimer  
Lori Louis  
Bob Andrews, Ex Officio  
Sheila Nicholas  
Sheryl Kelsh  
Ashley Lippard  
Megan Carda

Absent: Patrick Johnson, Jessica Bagley, Brian Love, Ron Wolfe, Joe Hannan, Ex Officio (all excused) and Loni Parrish

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff and Teri Council

**APPROVAL OF MINUTES**

Approval of the September 6, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

**MOTION:** Felton/Kelsh to approve the Transient Lodging Tax Ad Hoc Committee minutes for September 6, 2017.  
Motion carried (7 Yes/0 No/0 abstain).

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

CDD Rux YCAP Light the Fire Sunday will get final in a month

CDD Rux NOFF have not received final report.

Member Kelsh inquired what the consequences are if they don't comply. CDD Rux indicated the next time they applied for an application the Committee would need to take that into consideration.

CDD Rux indicated the Cultural Center submitted their Progress Report and that information will be shared at the November meeting.

**REVIEW OF FINAL REPORTS FOR OREGON CAMELLIA SOCIETY AND HOOVER-MINTHORN HOUSE MUSEUM**

CDD Rux noted in the packet information on the two Small Grant Final Reports that are available for the Committee member review. Oregon Camellia Society had 54 people come from out of state. Hoover-Minthorn report noted visitors come from out of state. They returned \$8.47 of the grant funds.

## **UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM SOLICITATION**

CDD Rux indicated applications close Monday at 4:30 on the 9<sup>th</sup>. Inquiries of interest have been received from Anvil Academy, Chehalem Cultural Center, Hoover-Minthorn House, a retail business is looking to see if it has a tourist connection, developer of potential hotel, and Wolves & People.

Vice Chair Nicholas noted the Newberg wineries downtown will be submitting an application.

CDD Rux stated the Cultural District is considering an application for wayfinding signage. A general question was asked who make up the Cultural District. CDD Rux shared it's the City of Newberg, Chehalem Park and Recreation District, the Chehalem Cultural Center and a citizen representative.

CDD Rux shared that he is looking for a location for the November 1 meeting as the Public Safety Building is already booked. On November 1 applicants provide presentations for 10 minutes and Committee members will have the opportunity to ask questions. After the meeting score sheets will be distributed Committee members and they will need to be returned to staff by November 15. For the December meeting the Committee will rank and develop a recommendation to the City Council. Staff will prepare a baseline evaluation and have that material for the November meeting.

Member Kelsh asked if there would be an audio available of the November meeting as she will be absent for that meeting. CDD Rux indicated it will be on the City web site.

Member Felton inquired if members could tally their scores on Survey Monkey. CDD Rux stated that is a possibility.

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

Chair Lewis stated that no Small Grant applications have been submitted by October 2, 2017.

CDD Rux indicated one application came in late from the Cultural Center and was on the wrong form. He was asked if the Committee would accept a late application.

Member Kelsh asked if we would do that for all potential applicants.

CDD Rux suggested going out and re-soliciting after the large grant closes and possibly start in the middle of November.

Vice Chair Nicholas inquired why we received no responses.

CDD Rux stated that all past applicants were notified as well as other interested parties that were on his list.

Chair Lewis inquired if information was shared with the Graphic.

CDD Rux stated that the Graphic had the information and ran multiple articles. Member Kelsh indicated she had spoken with three businesses about the grant.

Chair Lewis asked the Committee if they wanted to revisit the solicitation.

Ex Officio inquired if re-noticing would cause any logistical issues.

Member Lattimer asked how far to push the timeline back.

Chair Lewis responded possibly two months and to look at December submittal deadline.

CDD Rux suggested start soliciting in mid-November and close December 15. The Committee could then do their review in January and February.

Member Carda inquired if the holiday season might limit responses.

CDD Rux noted Council would not be reviewing March and that timing is close to the start of spring and activities and events.

Member Kelsh made the following motion.

<p><b>MOTION:</b> Kelsh/Carda to reopen the Small Grant solicitation on November 15 and close on December 15. Motion carried (8 Yes/0 No/0 abstain).</p>
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## **MARKETING SUBCOMMITTEE UPDATE**

Chair Lewis introduced the Marketing Subcommittee update and Peterson sister contract on video work

Lippard shared that the contract is until late spring for the Peterson's. There is a need for a bigger marketing plan. The subcommittee tried to do it ourselves. Need to rethink the approach. There are a couple of ways to approach it as a small team proposal to the Subcommittee. The subcommittee is spinning its wheels. Need to focus. Don't have an outlet for social media. A lot of ideas. Who is going to spend time to do it (Marketing Plan).

Member Carda asked about the Dundee approach to marketing.

Member Kelsh indicated the Chamber is doing social media, 50% are posts on tourism in social media.

Member Lippard stated it's a big issue, need to figure out a plan.

Member Louis noted Doug and Sheryl are doing things now.

Member Lippard restated the need for a plan and hiring someone to do the work.

Member Kelsh asked if a special meeting could be held where the Chamber can share what they are doing, what needs to be done and what makes sense moving forward.

Chair Lewis inquired if there is a dedicated employee at Chamber working on tourism.

Member Kelsh indicated staff all share tourism activities.

Chair Lewis asked who pays to do social media.

Member Kelsh noted the Chamber membership person does the social media for tourism.

Vice Chair Nicholas stated we need a job description, time required, and look at what other regions have done.

Member Kelsh noted she created a job description for WVVA.

Member Lippard shared you can't hire a person that can do all the various aspects, they do not exist. Many different aspects that need to be considered. We need to assess the need and what is the best use of our money.

Vice Chair Nicholas noted that a lot is covered in Tourism Strategic Plan.

Member Lippard noted that plan was more aspirational.

Member Kelsh inquired if there was interest in a special meeting.

Member Lattimer asked if we need to hire a person.

There was a general discussion about a possible meeting date which included meeting prior to the November 1 Ad Hoc Committee, meeting on October 16 or finding another date. It was settled to meet on October 16 at 8:30 AM at City Hall, all Committee members would be invited to the Subcommittee meeting. Past information by the Subcommittee is in the Subcommittee minutes which all member can read. Member Felton offered to come up with bullet points which can be shared with the Committee.

## **DISCUSSION ON NEWBERG HIGH SCHOOL GRAPHIC ARTS PROGRAM**

CDD Rux summarized conversations with Newberg High School (Tyson and Mona Lou) on students in the graphic art program on flags, signs, wayfinding signage, flags and the possibility of graphic art work for tourism. CDD Rux was to approach the TLT Ad Hoc Committee on possibilities. Committee members discussed and concluded that the timing was not appropriate as a marketing plan had not been prepared or a brand developed.

## **TLT MEMBER UPDATES**

Member Kelsh shared the WVVA Stakeholder meeting will be on November 2<sup>nd</sup>. CDD Rux to send out email to the Committee. She also shared the Chamber has received a Travel Oregon Grant for \$20,000 promoting restaurant week for Newberg and Dundee. She will be reaching out to Dundee for funds. The activity will be in late February or early March and will be promoted on social media, television, web page and a short video.

Chair Lewis shared that the Cultural Center has hired Sean Andries as the new Director and Carissa Smith-Burkett who replaces Erin Padilla.

Member Lattimer shared the YCAP Light the Fire event went well.

Member Louis shared the Allison Inn & Spa will be hosting roughly 21 people from the Board for the Society for American Travel Writers on October 27 – 28.

**ADJOURNMENT:** Chair Lewis adjourned the meeting at 5:13 p.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee this 1<sup>st</sup> day of November, 2017.**

  
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Dennis Lewis,  
TLT Ad Hoc Committee Chair

  
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Doug Rux, Community Development Director