

TRANSIENT LODGING TAX AD HOC COMMITTEE
November 1, 2017 4:00 pm
Wastewater Treatment Plant, 2301 Wynooski Road

Chair Dennis Lewis called the meeting to order at 4:02 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Sheila Nicholas, Vice Chair
	Rob Felton	Stephen McKinney (arrived 4:08)
	Kyle Lattimer (arrived 4:07)	Ashley Lippard
	Lori Louis	Megan Carda (arrived 4:10)
	Jessica Bagley	Brian Love
	Loni Parrish	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio	
Absent:	Sheryl Kelsh (excused)	
Staff Present:	Doug Rux, Community Development Director	
Guests:	Sarah Munro, Tracy Timmins, David Rasmusen, Jim Halliday, Karen Halliday, Sean Andries, Mark Martin, Leah Griffith, Christian DeBenedetti, Amy Prosenjak	

APPROVAL OF MINUTES

Approval of the October 4, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Love/Lippard to approve the Transient Lodging Tax Ad Hoc Committee minutes for October 4, 2017.
Motion carried (8 Yes/0 No/0 abstain).

**FIANL REPORT FOR YAMHILL COMMUNITY ACTION PARTNERSHIP AND PROGRESS
REPORT FOR CHEHALEM CULTURAL CENTER**

Chair Lewis noted that information is included in the packet on two of the Small Grant recipients and is information only. He asked if there were any questions and none were proposed.

**PRESENTATIONS FROM APPLICANTS FOR THE TLT DESTINATION DEVELOPMENT –
MARKETING GRANT PROGRAM**

Chair Lewis introduced the topic for the evening on presentations for grant submittal.

CDD Rux recapped that no decisions will be made this evening. Each applicant will have about ten minutes to present with a ten minute question and answer period. All of the applicants have prepared a Power Point presentation. Score sheets will be distributed on Thursday via email. Members are to have their score sheets

returned by November 17. At the December meeting the Committee will discuss the applications and develop a recommendation to the City Council. The City Council will review the recommendation on January 16, 2018.

Hoover-Minthorn House Museum

Chair Lewis introduced the first presentation by Hoover-Minthorn House Museum and Sarah Munro.

Ms. Munro shared a Power Point presentation on her proposal and a handout on her program budget. The request is for \$30,000 for repairs to the roof, gutters and electrical for the facility.

Member Love inquired what does the marketing strategy look like and where is the reach.

Ms. Munro shared that one-third of the visitors come from outside 50 miles, people visiting presidential homes. She is working on a grant for marketing and social media.

Member Lippard inquired about leveraging funds.

Ms. Munro indicated the budget includes last year's project for foundation work and signage and this years for roof, gutters and electrical and that the request overall is more than the 1:1 match.

Member Parrish asked if Ms. Munro could look at more leverage for this grant request. She also inquired how old the roof was.

Ms. Munro shared that the roof was 15 years old and that it has to be wooden shakes.

Member McKinney noted that President Hoover was one of the most respected and sought after speakers around the world and the home is a national treasure.

Member Parrish inquired if the museum had thought about partnering with the Newell House.

Member Felton inquired about the annual number of visitors.

Ms. Munro responded roughly 1,100.

Newberg Downtown Wineries Association

Chair Lewis introduced the second presentation by the Newberg Downtown Wineries Association and Tracy Timmins.

Ms. Timmins shared a Power Point presentation on her proposal. The request is for \$20,500 to develop a multi-media presence marketing program.

Dave Rasmussen shared that the intent is to direct people to restaurants. They want to keep people in Newberg and not just have them pass through town. There are none tasting rooms involved in the Association. The Association wants Newberg to be the hub to go to wineries. Newberg is a place to stay, eat and drink.

Member Felton asked who does the campaign.

Ms. Timmins indicated it would be a local company – Prepared Marketing.

Mr. Rasmussen noted they want to drive people to Newberg. Traffic changes have seen visitors change with some business up and some down at the tasting rooms.

Member Parrish inquired about the groups Progressive Dinner and if there are any other collaborations.

Mr. Rasmussen indicated they are looking at opportunities and used the example of the SIP held in McMinnville. He noted events take time and capital to put together.

Member Parrish inquired on who was going to oversee the project.

Mr. Rasmussen shared that they think they have a great logo which is noted in their application material.

Member Louis asked if they could speak to the off-season.

Mr. Rasmussen noted each winery is different a lot of traffic is in the winter in downtown. The Cultural Center would be a great venue for a wine event.

Chair Lewis inquired about wineries beyond the nine as there are others in downtown and the City.

Mr. Rasmussen the Association wants to bolster economic value. Have involved other wineries in the Newberg zip code. There is a need to be within walking distance of one another. That is difficult for wineries outside of the city. Medici and Owen Roe are within the city but not members.

Member Love noted he had never heard of the Association.

Chehalem Cultural Center Culinary Enrichment Center

Chair Lewis introduced the third presentation by the Chehalem Cultural Center and Jim Halliday.

Mr. Halliday shared a Power Point presentation on his proposal (see attached). The request is for \$250,000 to create a catering kitchen, green room and restrooms at the Cultural Center.

Member Love inquired what the contingency plan is if TLT grant funds are not awarded.

Mr. Halliday noted it would include reducing the improvements such as restrooms and green room to get to a project cost around \$300,000.

Karen Halliday indicated that doing the project incrementally costs more and they have looked at what can be built on and not have to be removed.

Member Carda inquired if the restrooms would be open to the public.

Mr. Halliday noted they would be open during cultural districts events. This would allow the Cultural Center to be isolated from events outside in the forecourt and reducing staffing needs.

Member Felton asked if we are losing people because we do not have a catering area and restrooms.

Mr. Halliday indicated yes.

Member Louis asked if tourists are coming from outside the area.

Mr. Halliday indicated yes they are.

Member Lattimer asked about restroom costs of \$13,000 and \$107,000.

Ms. Halliday noted the Cultural Center has hired someone to market the Cultural Center.

Sean Andries indicated people are looking at the Cultural Center but we don't have the right facility features to attract them

Member Parrish raised the question about cooking classes. We have top chefs in Newberg to attract tourists.

Chehalem Park & Recreation District Darnell Wright Sport Complex Lighting

Chair Lewis introduced the fourth presentation by the Chehalem Park & Recreation District and Mark Martin.

Mr. Martin shared a Power Point presentation on his proposal. The request is for \$225,000 to install new light at two of the softball fields. He also noted a \$6M economic impacts from softball activities to the community.

Member Louis asked about any studies if there are enough hotel rooms.

Mr. Martin indicated there are not enough rooms in Newberg.

Member Lippard inquired about activities during the shoulder season.

Mr. Martin noted there activities are between March and October.

Member Louis asked if this project would bring more Transient Lodging Tax revenue.

Member Love asked if the games are CPRD or is it a leased facility.

Mr. Martin indicated that the facility is rented by organizations for the softball activities and tournaments.

Member Parrish asked if this approach is a revenue maker for CPRD.

Mr. Martin responded yes.

Vice Chair Nicholas inquired about income from tournaments verses expenses and filed improvements.

Chehalem Cultural District Wayfinding

Chair Lewis introduced the fifth presentation by the Chehalem Cultural District and Leah Griffith.

Ms. Griffith shared a Power Point presentation on her proposal. The request is for \$73,500 to install wayfinding signage within the Cultural District boundaries.

Member Love inquired if people would see this as a backdoor way to get dollars for a City program.

Ms. Griffith responded that the City and Chehalem Park & Recreation District are providing one-half of the funding. The City is always looking at grant opportunities.

Member Lattimer asked if the signage could be prioritized like larger signs verses smaller signs.

Ms. Griffith responded that the larger sign and some parking signs would be the top priority.

Member Carda inquired if there is any public parking or is it private parking.

Ms. Griffith noted parking on the street is public. The Water wise Garden lot is public.

Chair Lewis asked if the signage would direct people to the Second street parking lot.

Ms. Griffith responded no to the Second Street lot but yes to the Waterwise lot.

Member Love asked about what signs would be illuminated.

Ms. Griffith noted the main sign at Howard and Hancock would be illuminated.

Member Card asked about any signage outside of the district that would direct tourists to the district.

Ms. Griffith clarified that there is not proposed signage outside of the district in the proposal.

Wolves & People Vine to Stein Trail

Chair Lewis introduced the sixth presentation by Wolves & People and Christian DeBenedetti.

Mr. DeBenedetti shared a Power Point presentation on her proposal. The request is for \$65,000 – \$80,000 to construct a trail, interpretative signage and pavilion.

Member Love asked if they are looking to resource the signage fabrication locally.

Mr. DeBenedetti noted that a local company has been identified and that the signage would be more of a national park style and educational.

Member Lippard inquired where would you start.

Mr. DeBenedetti noted you could start at Wolves & People of at A to Z/Rex Hill Winery.

Chair Lewis asked about what guarantee there is the trail would remain.

Mr. DeBenedetti clarified that the property is private and not public. To use the trail you would need a passport.

Debrief

There was a general debrief and sharing of viewpoints by the Committee on the proposals.

MARKETING SUBCOMMITTEE UPDATE

Member Lippard recapped that work continues on the contract with the Peterson's.

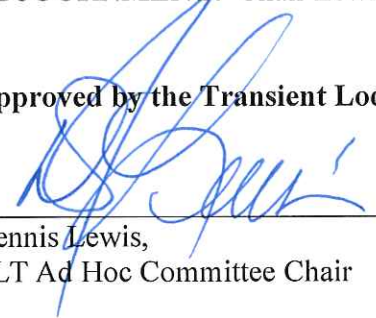
Member Parrish inquired when the next Subcommittee meeting is scheduled. CDD Rux indicated November 20 at 8:30 a.m. at the Chamber office. She also shared that she is gathering marketing information and job description. Member Lippard indicated Member Kelsh already has gathered information on a job description.

TLT MEMBER UPDATES

None.

ADJOURNMENT: Chair Lewis adjourned the meeting at 7:05 p.m.

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



Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director