



TRANSIENT LODGING TAX AD HOC COMMITTEE

**December 6, 2017 4:00 pm
Public Safety Building, 401 E Third Street**

Chair Dennis Lewis called the meeting to order at 4:00pm

ROLL CALL

Members Present:	Dennis Lewis, Chair	Kyle Lattimer, arrived late
	Rob Felton	Stephen McKinney
	Ashley Lippard	Lori Louis
	Megan Carda	Jessica Bagley
	Loni Parrish	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Members Absent: Brian Love, Sheila Nichols Sheryl Kelsh (all excused)

Staff Present: Doug Rux, Community Development Director

APPROVAL OF MINUTES:

Approval of the November 1, 2017 Transient Lodging Tax meeting minutes.

MOTION: McKinney/Louis moved to approve the November 1, 2017 meeting minutes. The motion carried 8 Yes/ 0 No).

FINAL REPORT FOR NEWBERG OLD FASHIONED FESTIVAL

CDD Rux gave updates: Referred to page 10 of the packet for information on the budget. Old Fashioned Festival responded that funds went to advertising not directly to the fireworks. They provided information that people came from more than 50 miles away from Northern California, Southern Oregon, the Southwest, Central Washington and Western Idaho.

Member Louis asked how they found out this information on people that came more than 50 miles away, and CDD Rux replied that they did not provide that information in their report.

UPDATE ON SMALL GRANT AWARDS (FY 2016-2017)

CDD Rux gave brief updates, the Cultural Center is still outstanding for Camellia Festival, and the final report is due May 2018. Another application will probably be submitted for Camellia Festival.

UPDATE ON SMALL GRANT SOLICITATION (FY 2017-2018)

CDD Rux recapped the schedule on the Small Grant program, no applications have been submitted yet. The solicitation closes on Dec 15 at 4:30pm, and goes to Council in March 2018.

REVIEW OF APPLICATIONS FOR THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM

CDD Rux explained scoring sheets, conflict of interest, potential conflict of interest or direct conflict of interest. He explained potential conflict and that direct conflict of interest means family member receives funds or you would personally have financial gain from your recommendation.



Member Felton asked would any of the marketing subcommittee disclosure be affected by large grant.

CDD Rux replied no.

Chair Lewis explained marketing subcommittee discussion.

Member Parish asked what the discussion on marketing is.

Chair Lewis responded they are the same thing.

Member Lippard responded we will come back in January with a proposal.

CDD Rux explained subcommittee disclosure on marketing.

Chair Lewis asked what the charge is for the Committee.

Member Parish asked if the Committee could go through how people scored.

Member Felton noted just because someone voted on something does not mean we should spend money on it.

Newberg Downtown Wineries Association

Member Parish –Indicated she provided scores of 3&4 and that her concern was lasting impact.

Member Carda – Majority of 3 scores, how does marketing plan generate heads in beds? Can we control marketing, lasting impact scored low.

Member Lippard – Marketing, hope the proposal gets heads in beds; wine is a draw, aligned with 4 target audiences.

Member Bagley – For her review the application was her 2nd highest score. Their goal would bring people.

Member Felton – His highest score. Not sure would award, needs to align with market subcommittee activities.

Member Louis – One of her highest scores. Aligns, promotes off season.

Member McKinney – His highest score. If can dove tail with TLT marketing it's a benefit.

Chair Lewis –His 2nd highest score. Would like to see the proposal align with TLT and Chamber Marketing.

Cultural Center Culinary Enrichment Center

Member McKinney- He scored 38, scored high because already there.

Member Louis – Did not score high. Did not see drawing off season tourists, wanted to see more about cooking school.



Member Felton – One of his higher scores. Usage would go up and will draw tourist and generate TLT funds.

Member Bagley – Her highest score. Brings in culinary world and the kitchen is a value. There are aspects that could be eliminated in the proposal.

Member Lippard – Scored high. They do well with weddings. Could bring in conferences.

Member Carda – Large ask, value would be long lasting.

Member Parish – Her score was high, good track record at Chehalem Cultural Center, would fill off season.

Member Louis – Inquired how much business from out of area. What is the level of tourism?

Member Parish – Noted the proposal brings people to wineries for weddings and could bring in tourists.

Member Lippard – A lot of weddings are not locals and noted she and Dennis are on the Chehalem Cultural Center Board.

Member Felton – The proposal draws people from outside the area.

Chair Lewis – The kitchen and bathrooms are essential. No bride's room currently.

Member McKinney – A little biased because of IGAs and making sure the Cultural Center is successful.

Wolves & People Vines to Steins Trail

Member Parish – Noted she really likes the concept, issue is funding private vs public. Private property, what if they sell and deny access? If use public dollars need to ensure public access.

Member Carda – Issue with charging and passport. The proposal had nothing on charging. In presentation said charging would be a cool experience. What does pavilion mean? How many dollars for pavilion vs trail?

Chair Lewis – Charging was a complication. The proposal enhances destination, makers & doers, aligned with target audiences.

Member Parish – Seconded what Chair Lewis stated.

Member Bagley – Her third highest score, unique, concerns if in 1-2 years close.

Member Felton – His dream is a tram up the mountains, high score. Charging is an issue. Beaches and Parks are free.

Member Louis – One of her highest scores. Unique, beer/wine/agriculture. Should award funds. Providing dollars for better tourist experience.

Member McKinney – Scored zero. Other things could be funded first and other things could put heads in beds.

Member Carda – Had similar concerns as Member McKinney.



Member McKinney – Noted private entities can make a profit.

Chair Lewis – Lowest of his scores. It's a one off. Timing and life span of when wineries closed is a concern. Limited hours at Wolves & People. Could they be open more hours? Could look at the concept in the future.

Member Louis – Entities are putting their own investments in projects. She noted Wolves & People are not a one off entity.

Chair Lewis – Noted limited hours of operation Friday/Saturday/Sunday.

Member Lippard – She looks at how they market themselves. Project would give more marketing reach.

Member Louis – They are investing their dollars into the project. Maybe they could be open more hours? Can application be clarified?

CDD Rux – Could ask questions but would have to allow for all applicants to respond to questions.

Member Louis – Could there be stipulations on award?

Member Lippard – Can questions be asked?

Mayor Andrews – Inquired on what is being requested and the amount?

City of Newberg Cultural District Wayfinding

Member Lippard – Not marketing City. Could this proposal get funded some other way?

Member Carda – How does the proposal fit into larger wayfinding program. Not sure brings heads/beds at this time.

Member Parish – Has lasting impact. Does not bring heads/beds.

Chair Lewis – Can't offer more than what's been said. Don't see bringing in revenue.

Member McKinney – Cultural District attracts largest crowds, largest events. Council took action to support funding contingent on TLT funding. Newberg does a terrible job in wayfinding.

Member Louis – Wayfinding is important. Does the project bring people to the area?

Member Felton – One of his lower scores. Does not attract tourist but enhances experience when here.

Member Bagley – Agrees with Members Louis and Felton.

Member Latimer – He agrees with the majority of the Committee. Focus should be on getting people here.



Hoover-Minthorn House Museum Roof/Gutters/Electrical

Member Latimer – The application scored lower, it is a draw for some visitors. Don't see drawing a lot of new people.

Member Bagley – Important facility, concern on matching amount.

Member Felton – He values the facility, number of visitors (1,100) was not huge. Return on Investment should be higher.

Member Louis – Hoped they wanted dollars for marketing. Inquired if this the right funding source for the project?

Member McKinney – Scored high in his review. The facility is singularly unique to Newberg. As a president's home and it needs to be promoted by a marketing director.

Chair Lewis – Valuable asset but not correct use of Transient Lodging Tax dollars.

Member Parish – Transient Lodging Tax dollars should not be for building maintenance.

Member Carda – Not a project she would fund because it's a maintenance project. She would support marketing. The hours of operation are limited for the facility.

Member Lippard – It a preservation project and not a tourism project. Agrees with Member Bagley.

CPRD Darnell Wright Sport Complex Lighting

Member Lippard – Second lowest score for her. Not the correct season, don't have enough lodging to accommodate people using the facility.

Member Latimer – Does not hit the four target audiences well.

Member Bagley – Lowest scored item for her, does not hit on four target audiences and does not promote downtown.

Member Felton – Return on Investment good. Teams play in October and March/April/May. Heads/beds is occurring now.

Member Louis – Thinks the proposal is wonderful project, but need more limited service hotels. Can't sell services if don't have hotel capacity.

Member Felton – If the facility generates demand it brings hotels.

Member McKinney – It ranked #4 on his score sheets. He inquired which entities have the opportunity for success. More people/money/stays. The proposal is one of the likely projects to bring in people.

Chair Lewis – Don't have the infrastructure to deal with more visitors. The proposal is a timing issue.



Member Parish – She struggled with the proposal as it will bring in people. Compared to Special Olympics people don't come downtown. People use on site concession stands.

Member Carda – One of her lower scores. Lasting project, would generate more heads/beds. Will we have other hotels in the future? Maybe funded at lower level. Tournaments run 2-4 days, longer than weddings where they are one night.

Chair Lewis – Asked if the Committee wanted to rank the proposals.

Scoring Review

Member Parish – Her approach was spend and allocate all of the funds but each award would be at a lower amount.

Member McKinney – Suggested awarding at lower amounts.

Member Bagley – Her #1 is the Cultural Center but asked if don't fund would the project delay or stall.

Member Lippard – Noted if the Cultural Center is not fully funded can't do the project.

Member Parish – The Cultural Center has grant application into Travel Oregon for \$250,000.

The Committee discussed funding options and Chair Lewis asked each member to rank their top six proposals. The ranking information was put onto the white board and catalogued and photos taken. Members then verbally recapped their scoring.

The Committee discussed and by consensus agreed 9-0 to remove Hoover-Minthorn Museum and CPRD proposals from further discussion.

The Committee discussed their top three choices and by consensus agreed 8-1 (McKinney) to focus on the Downtown Wineries Association, Cultural Center and Wolves & People applications.

The Committee discussed their top three and a funding amount of \$350,000.

Member Bagley – Suggested leaving \$100,000 to roll over to next year.

Member Felton – If Newberg Downtown Wineries Association should be funded or if the Marketing Subcommittee is doing the same thing.

Member Carda – Agreed with Member Felton.

Member Bagley – Indicated Newberg Downtown Wineries Association will keep doing marketing. Members Parish and Lippard agreed.

Member Carda – Clarified that Wolves & People Phase 1 is \$40,000 (Trail/Signs only).

Member Parish – Suggested reducing the Cultural Center by \$25,000.



Member Lattimer – Noted he has catered at the Cultural Center recently and it was a nightmare. He asked if the public restroom could be delayed.

Chair Lewis – Explained restroom issue and its need.

Member Louis – Inquired if Tunes on Tuesdays and some other events are more local for the Cultural Center.

Member Bagley – The Cultural Center opens up other festival opportunities in the community.

Member McKinney – Noted if the ballroom is full you don't have adequate bathrooms.

Member Carda – She noted Tunes on Tuesday has to manage bathrooms for 2,000 attendees.

Member Louis – Of the 2,000 attendees how many are from 50 miles or stayed overnight?

Member Carda – Noted it is about 15%.

Member Parish – Stated if you take \$100,000 out of Cultural Center it is likely the project would not move forward.

Member Carda – Suggested Wolves & People be funded only at \$30,000.

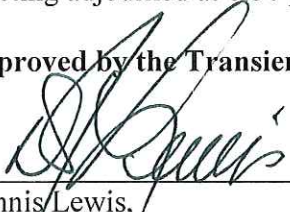
MOTION: McKinney/Carda moved to approve the Cultural Center at \$250,000, Newberg Downtown Wineries Association at \$20,000, and Wolves & People at \$30,000. The motion carried 9 Yes/ 0 No).

NEXT MEETING JANUARY 3, 2018

ADJOURNMENT

Meeting adjourned at 6:30 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 3rd day of January, 2018.



Dennis Lewis,
TLT Ad Hoc Committee Chair



Doug Rux,
Community Development Director