

David S. Wall
P.O. Box 756 Newberg, Oregon 97132

February 5, 2018

VIA HAND DELIVERY

Mayor Bob Andrews
Councilor Mark Murray; Councilor Stephen McKinney; Councilor Mike Corey
Councilor Patrick Johnson; Councilor Denise Bacon; Councilor Scott Essin
Newberg City Hall; 414 E. First Street; Newberg, Oregon 97132

[SET 2]

Re: Wolves and People Veins to Steins Trail project: Where is the Public benefit?

Dateline: County Desk [Monday, (02.05.18)] *All TLT Grant Funded Awards should have a demonstrable Public Benefit.*

I am enclosing additional documents for your perusal and usage to assist your deliberative process whether granting public monies, using the Transient Lodging Tax Designation Development-Marketing Grant Funds (Herein TLT Funds) to the Wolves and People Vines to Steins Trail [**Resolution 2018-3429**] *is justified.*

You all should be concerned with the decisions made by your Transient Lodging Tax Ad hoc Committee. Specifically, the Rating Criteria and how Rating Scores are justified.

The issue of "Public Benefit" for the City of Newberg, arising from the grant process and award should be clearly defined, justified with accounting measures in place to monitor the success and or failure of any and all projects funded by the TLT. Illusory projections and grandiose claims of unsubstantiated successes should be considered unreliable.

The Wolves and People Vines to Steins Trail is a "Private Trail." Access to the "Trail" is conditioned by having a "Passport." The "Passport" issue should be fully vetted by the TLT Ad Hoc Committee and the Newberg City Council.

"Letters of Support" for a particular project should not be accepted into the record and or as criteria in the Rating process from family members of Applicants and or the Applicants themselves.

TLT Committee Members should not be permitted to monies to their respective businesses arising from any and all "Grant Awards."

Membership criteria and resulting appointment to serve on the TLT Ad Hoc Committee should not be made by one member of the Newberg City Council. Background checks should be made and made public records.

Review the voting record of TLT Ad Hoc Committee Members McKinney and departed Member Kelsh.
*****Note** the extreme opposites of the scores. This is an indicator of a flawed Rating System.

The TLT Grant Application itself requires review. TLT Grant Applications should have a disclosure to alert the Rating Process that the Applicant has; a Conditioned Land-Use / Agritourism and any and all conditioned Permits issued by Yamhill County Commissioners and or the Land Use Board of Appeals (LUBA). No TLT Grants should be issued to any Applicant who might lose their specific conditioned permit, resulting in a material reduction in the benefit of the investment by the City of Newberg.

The TLT Ad Hoc Committee should be afforded the Agritourism Permit issued by Yamhill County as referenced and incorporated into [**DOCKET NO.: E-06-16**].

Respectfully submitted,
/s/ David S. Wall

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Cc: The Honorable Yamhill County Commissioners

Summary White Board Evaluation

	1 = Highest Ranking			6 = Lowest Ranking			Lippard	Louis	Parish	Total	Rank	Grant Request	Award Recommendation
	Lewis	McKinney	Bagley	Carda	Felton	Lattimer							
Hoover-Minthorn	5	2	4	6	3	6	5	4	6	41	4	\$ 30,000	\$ -
Downtown Wineries Association	1	4	2	2	6	3	3	1	2	24	2	\$ 20,500	\$ 20,000
Cultural Center Culinary Kitchen	2	1	1	1	2	1	2	3	1	14	1	\$ 250,000	\$ 250,000
CPRD Sports Lighting	6	5	6	4	1	5	4	6	4	41	4	\$ 225,000	\$ -
Cultural District Wayfinding	4	3	5	5	5	4	6	5	5	42	6	\$ 73,500	\$ -
Wolves & People	3	6	3	3	4	2	2	2	3	28	3	\$ 45,000	\$ 30,000

SUMMARY DESTINATION DEVELOPMENT - MARKETING GRANT SCORES

	Grant Request Amount	Total Points Possible	Total Points	Average
Hoover-Minthorn House Museum Roof/Gutters/Electrical	\$ 30,000	504	215	17.92
Newberg Downtown Wineries Association	\$ 20,500	462	348	31.64
Chehelam Cultural Center Culinary Enrichment Center	\$ 250,000	504	368	30.67
CPRD Darnell Wright Sport Complex Lighting	\$ 225,000	504	182	15.17
City of Newberg Cultural District Wayfinding	\$ 73,500	504	221	18.42
Wolves & People Vines to Steins Trail	\$ 65,000 - \$ 80,000	504	251	20.92

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Wolves & People Vines to Steins Trail

Funding Request \$65,000 - \$80,000

Criteria	Score Range	Lewis	Nicholas	McKinney	Bagley	Carda	Felton	Kelsh	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment													
a. Predicted number of tourists attracted/overnight guests	0 - 5	1	3	0	3	1	2	5	2	0	5	1	3
b. Will it have lasting impact and utility	0 - 5	2	3	0	4	3	2	5	2	3	5	4	2
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	1	3	0	3	1	2	3	1	0	3	2	3
3. Does it engage and energize local tourism partner(s)	0 - 3	2	0	0	2	1	3	3	2	1	3	3	3
4. Does it enhance Newberg as a destination	0 - 5	1	0	0	4	2	4	5	3	2	5	2	2
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	1	3	0	2	2	1	3	2	0	3	1	2
6. Does it catalyze downtown development	0 - 3	0	0	0	1	0	0	3	2	2	1	0	2
7. Is it likely to increase visitor spending	0 - 5	0	0	0	2	1	1	5	2	1	5	1	1
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	1	2	0	1	0	3	5	2	1	5	0	1
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	3	5	0	4	3	5	5	4	1	5	5	4
	42												
Total		12	19	0	26	14	23	42	22	11	40	19	23

Total Points Possible 504
Total Points 251
Average 20.92

**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE**

**September 18, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Chair Ashley Lippard at 8:30 a.m.

ROLL CALL:

Members Present: Ashley Lippard, Chair Rob Felton, Vice Chair
Sheila Nicholas Sheryl Kelsh
Jessica Bagley Dennis Lewis
Kyle Lattimer

Staff Present:

Guests:

TOURISM MARKETING MATERIAL:

Chair Lippard opened the discussion and passed out a refined list of possible shot locations for the video and photos. Looking for sites that would reflect a contrast between New & Hip verses established. Stephanie and Laurie Peterson were introduced. They are the George Fox University students that will be producing the videos. It is unknown how many videos will be produced but probably two or three from 15 seconds to no more than a minute.

The Marketing Subcommittee discussed the best use of videos including social media, online, distribution to media, and distribution to local tourism partners to post on their websites. The Subcommittee also discussed that the target market audience is 50+ miles from Newberg. The discussion additional included three concepts for the videos of by the numbers, Doers and Makers, and the typical all the things you can do video. The Subcommittee identified the concept of Doers and Makers as the theme.

There was a general discussion of the shot list with committee members assigned to contact.

1. Brickhouse Winery – Member Nicholas
2. The Painted Lady – Member Bagley
3. Ruddick/Wood – Member Lattimer
4. Vista Balloons – Member Kelsh
5. The Allison Inn & Spa – Member Kelsh
6. AN Artist – Chair Lippard will contact Loni Parrish. Possible Romona Younquist could be the artist.
7. Chehalem Cultural Center – Member Lewis
8. Wolves & People – Member Lattimer
9. JK Carrier Winery – Member Nicholas
10. Chehalem Ridge Bed & Breakfast – Member Nicholas
11. Adventure Shot – Dewey Neilsen – Member Lattimer or Chair Lippard will contact.

Wolves & People Vines to Steins Trail

Request amount: \$65,000 - \$80,000

Required Application Materials

	YES	NO	NOTES
1) Completed application Cover Sheet	X		
2) Budget for project/program/event being funded that lists all anticipated income and expenses.	X		States \$65,000 request, Application states \$80,000 request, need to clarify
3) Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.	X		Private entity confidential information
4) Letter signed by officers of the Organization's Board of Directors or Business Owners authorizing this application.		X	Signed Certification Letter in application but no separate letter
5) Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.	X		2017 Annual Report
6) Documentation that no bankruptcy or other financial corruption has occurred within the past five years.		X	Confidential financial information submitted does not indicate a bankruptcy
7) Letters of support.	X		2 letters
8) Past grant recipient.		X	