I. CALL MEETING TO ORDER

II. ROLL CALL

III. APPROVAL OF MARCH 16, 2017 MINUTES

IV. TOURISM MARKETING MATERIAL

V. NEXT MARKETING SUBCOMMITTEE MEETING - TBD

VI. ADJOURNMENT

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the Office Assistant II of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the Office Assistant II at (503) 544-7788. For TTY services please dial 711.
The meeting called to order by Vice Chair Rob Felton at 8:35 a.m.

ROLL CALL:

Members Present:  
Dennis Lewis  Sheila Nicholas
Jessica Bagley  Rob Felton
Sheryl Kelsh  Kyle Lattimer
Ashley Lippard  Loni Parrish

Guests:  
Doug Rux, Community Development Director

APPROVAL OF MINUTES

Approval of the February 16, 2017 TLT Ad Hoc Committee Marketing Subcommittee Minutes.

MOTION:  Parrish/Nicholas to approve the Marketing Subcommittee minutes for February 16, 2017. Motion carried (8 Yes/0 No).

TOURISM MARKETING MATERIAL:

Chair Lippard initiated the discussion with a Power Point presentation discussing branding. What is a brand? She indicated that it would take a couple of months to go through branding.

**Brand** – Power Point slides were presented with a summary of the material listed below:

Is not a logo – a logo is a trademark
It is a gut feeling. When enough individuals arrive at the same gut feeling it’s a brand.
It’s what they say it is.

To compare our brand with a competitors we only need to know what makes US different. Example of Target vs Walmart – they are different in package and presentation of products.

**Unique Aspects – Newberg (Brainstorming session)**

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<tr>
<th>George Fox University</th>
<th>Allison Inn</th>
<th>Willamette River</th>
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<tr>
<td>Cultural Center</td>
<td>Drive Inn</td>
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<td>Hoover-Minthorn House</td>
<td>Airport</td>
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<td>Hot Air Balloons</td>
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<td>Welcoming</td>
<td>Authentic</td>
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<td>Painted Lady</td>
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<td>3 AVAs</td>
<td>Marvel Comics</td>
<td>Swimming Pool</td>
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A charismatic brand is a brand for which for people there is no substitute.

Differentiate
Collaborate
Innovate
Validate
Cultivate

Who are we? Example of John Deer, generations have used it, keep it pure, keep it different.

Newberg tourism – we start here, doers and makers

What do we do?
We create and grow and embrace.
We are a community/family that create, grow and embrace.
Shared and support.
Create – doers and makers.
Grow – agriculture and businesses.

Why does it matter?
Genuine and authentic.
Different than every other wine town.
We are about their experience.

It will take 3-4 sessions to work through the branding topic.

ADJOURNMENT: Chair Lippard adjourned the meeting at 9:28 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17th day of April, 2017.

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Ashley Lippard                             Doug Rux, Community Development Director
TLT Ad Hoc Committee                        TLT Ad Hoc Committee Marketing Subcommittee Chair