



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE AGENDA
APRIL 17, 2017, 8:30 AM
CHEHALEM VALLEY CHAMBER OF COMMERCE
2119 Portland Road**

- 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.



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

**March 16, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

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

Staff Present: Doug Rux, Community Development Director

Guests:

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)

George Fox University	Allison Inn	Willamette River
Cultural Center	Drive Inn	Champoeg
Hoover-Minthorn House	Airport	Ag – farmers
Hot Air Balloons	Helicopters	Spa
Welcoming	Authentic	Genuine
Painted Lady	Quakers	Major Mike
3 AVAs	Marvel Comics	Swimming Pool



Water Polo
Location of Portland
A-dec
NOFF

Wrestling
Bypasss
Camp Tilikum
PNMC

Golf Course
Friendly
Skate Park

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 Deere, 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.

Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director