



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA  
NOVEMBER 7, 2018, 4:00 PM  
NEWBERG CITY HALL, 414 E FIRST STREET**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF MINUTES – SEPTEMBER 5, 2018**
- IV. MINUTES OF THE MARKETING SUBCOMMITTEE – AUGUST 20 AND SEPTEMBER 17, 2018**
- V. PUBLIC COMMENTS**
- VI. TOURISM MARKETING ORGANIZATION**
- VII. WAKE UP IN WINE COUNTRY PROGRAM**
- VIII. STATUS OF DESTINATION DEVELOPMENT-MARKETING GRANTS FY 17/18  
(PROGRESS REPORT NEWBERG DOWNTOWN WINERIES ASSOCIATION, CHEHALEM CULTURAL CENTER, AND WOLVES & PEOPLE)**
- IX. STATUS OF SMALL GRANTS FY 17/18 (FINAL REPORT HOOVER-MINTHORN HOUSE MUSEUM MARKETING PLAN AND EXHIBIT)**
- X. TLT MEMBER UPDATES**
- XI. NEXT MEETING - DECEMBER 5, 2018**
- XII. 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 MEETING MINUTES**  
**September 5, 2018, 4:00 PM**  
**Permit Center Conference Room, Newberg City Hall**  
**414 E First Street**

Chair Lewis called the meeting to order at 4:10 p.m.

**ROLL CALL**

Members Present:	Dennis Lewis, Chair	Jessica Bagley
	Megan Carda	Rob Felton
	Robert Griffin	Brian Love
	Shannon Buckmaster	Mayor Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Members Absent:	Sheila Nicholas, Vice Chair	Ashley Lippard (excused)
	Kyle M. Lattimer (excused)	Lori Louis (excused)
	Loni Parrish (excused)	

Staff Present: Cheryl Caines, Senior Planner

Guests Present: Mike Ragsdale, Ted Crawford

**APPROVAL OF MINUTES**

**MOTION: Rob Felton/Shannon Buckmaster** moved to approve minutes as amended August 1, 2018 **Motion carried** (7 Yes/ 0 No).

**PUBLIC COMMENTS:**

None.

**MISCELLANEOUS**

Chair discussed changing the date of the October meeting. October 4 and 5 work for him.

Consensus to move the October meeting to the 4<sup>th</sup>.

**MARKETING PROPOSAL**

Chair Lewis indicated that City Council indicated to go on the marketing proposal. The proposal was developed in less than two years. City staff will hammer out the details.

Member Felton asked for update on the Tourism Organization formation activities.

Ex Officio Hannan indicated nothing else has happened.



Chair Lewis clarified that the status is discussions between the City Attorney and CDD Rux. The packet has information on process and timeline.

Ted Crawford inquired what would be Dundee's involvement in a tourism organization. Could Dundee contribute dollars to the salary of the new Executive Director? Yamhill County Tourism partnership is working on an organizational structure. The County does not have a funding source though and are copying the Visit McMinnville model.

Member Carda shared that Ted Crawford is working on bylaws for Yamhill County approach.

Ted Crawford noted there was a general discussion on a county-wide organization.

Chair Lewis indicated he would prefer to be more inclusive rather than less inclusive.

Member Love asked how to protect outside sources of funding at City Council occurred related to TLT funds.

Ted Crawford noted that Newberg has to apply some of its TLT revenue to 70/30 split and that Dundee is split 70/30.

Chair Lewis noted Newberg is 65/35 split based on the length of time the program has been in place. He thanked people for their time and effort.

## **WAKE UP IN WINE COUNTRY**

Ex Officio Andrews noted City Council approved the Wake Up in Wine Country proposal.

Member Buckmaster Chamber submitted the grant to Travel Oregon. Gathering information was challenging. The TLT Committee was impressed that Newberg and Dundee worked together rather than competing. Travel Oregon complimented the effort.

Member Felton noted we may need to go back to Council to ask for addition marketing dollars for the program. He indicated he was not aggressive enough in his ask to City Council and should have asked for more funds.

Member Buckmaster indicated a delay on an additional request would be ok. She shared that Jeff Knapp submitted a letter of support for the grant application to Travel Oregon and Newberg's efforts to establish a Destination Marketing Organization.

## **MISCELLANEOUS**

Mike Ragsdale noted he has a grant request for \$5,000 to refurbish wine barrels.

Member Buckmaster raised the Bypass signage issue that that would identify Downtown Newberg.

Mike Ragsdale indicated he is working with ODOT signage people.

Member Buckmaster mentioned blue signs rather than standard green sign that would direct people to downtown.



Mike Ragsdale shared he received different information from what Member Buckmaster had shared.

Member Felton noted blue signs have a cost to install.

Chair Lewis inquired if there was another marketing committee meeting scheduled.

Member Felton noted one is scheduled for Sept 17.

Member Griffin if what they have is the last draft for Visit Newberg.

Chair Lewis indicated no and that CDD Rux and the City Attorney will be working on documents.

Member Carda inquired if the group need to continue meeting.

Chair Lewis shared that the Committee will meet to review what CDD Rux and the City Attorney come up with.

Member Carda asked about the turnaround time and do we meet needlessly, or do we cancel meetings until needed.

Chair Lewis noted he will talk with CDD Rux when he returns.

Member Carda asked if the Committee can meet to discuss other opportunities like Wake Up in Wine Country.

Member Love inquired if there might be some discussions on advertising expenses.

Member Felton noted the timing to get items to City Council is a month or two out.

Member Love asked if there is anything we can do on a small scale for tourism promotion.

Member Bagley asked if revisiting restaurant week is a possibility.

Member Buckmaster noted Wake Up in Wine Country is a continuation of Rain or Shine but she did not think have the staff to roll out a big program as the Chamber does not have the resources.

Member Carda asked if we will be working with Dundee as they have a social media person. If we stop doing promotion activities now it will be another year out before we do anything.

Member Felton indicated the Rain or Shine program was underwhelming last year. Wake Up in Wine Country would be year round promotional program with summer videos and winter videos (off season).

Member Carda asked Member Bagley if there was value in the restaurant program.

Member Bagley noted is would be better if people are coming for another event.

Member Felton noted that no matter what we do an updated Newberg/Dundee website is necessary.

Member Carda as if information could be pulled off the Chamber website.



Member Felton indicated Dundee has a web site, so do we need a Newberg website and could they be combined.

Member Griffin indicated that we need to have something to promote restaurants in Newberg.

Member Buckmaster suggested to not make any big changes before a new Executive Director arrives.

Chair Lewis suggested small changes to integrate the two web sites or other small activities.

Mike Ragsdale shared the focus should be on policy and direction, not the details, what do you want it to be? There was a general discussion about web sites.

There was a general discussion amongst the Members about a new Executive Director and their duties. References were made to Arizona as examples. General discussion on Executive Director skill set. There was a discussion about the draft Marketing Plan about gambling and slot machines. Comments were made about basing attributes off of the Downtown Plan. Committee Members asked when they would get the opportunity to review documents again. Questions were raised if the City of Newberg would have a contract with the Executive Director. It was indicated no the Executive Director would be an employee of the Tourism Marketing Organization. If there are comments by people on documents they should be directed to CDD Rux.

#### **NEXT MEETING**

October 4, 2018 4:00 pm

#### **ADJOURNMENT**

**MOTION: Dennis Lewis/Shannon Buckmaster** moved to adjourn the meeting **Motion carried** (7 Yes/ 0 No).

Meeting adjourned at 5:03 pm

**Approved by the Newberg Transient Lodging Tax Ad-Hoc Committee this November 7, 2018.**

---

Dennis Lewis, TLT Ad-Hoc Committee Chair

---

Doug Rux, Community Development Director



**TRANSIENT LODGING TAX AD HOC COMMITTEE  
MARKETING SUBCOMMITTEE  
August 20, 2018, 2018 8:30 am  
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:35 a.m.

**ROLL CALL:**

Members Present: Rob Felton, Chair Dennis Lewis  
Shelia Nicholas Shannon Buckmaster

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff

**APPROVAL OF MINUTES**

Approval of the minutes of July 16, 2018.

**MOTION:** Nicholas/Lewis moved to approve the July 16, 2018 meeting minutes. The motion carried 4 Yes/ 0 No).

**PUBLIC COMMENTS:**

None.

**TOURISM MARKETING**

CDD Rux outlined for the City Council meeting that evening he would provide a brief introduction and overview then turn the presentation over to Member Lewis and the other members (Nicholas and Felton). He suggested the group address Exhibits A-E and summarize them for the City Council. He also recapped the financial projections that show \$353,000 - \$390,000 annually to spend on tourism marketing over the next five-years.

Member Lewis noted he can provide the summary of the proposal before the City Council.

CDD Rux reminded the Committee that the decision for the City Council is whether to establish or not a tourism organization

Member Lewis noted that in the fall will be the time to work on the process to establish the tourism organization and appoint the initial members.

Chair Felton indicated he could see someone bringing up grants, and where do dollars come from for grants.



Carr Biggerstaff noted that in Chamber Destination Marketing Plan it had some dollars for festivals noted pages 13-15 of packet.

CDD Rux indicated that the tourism organization would have to decide if the \$202,000 – \$211,000 for marketing could be used for local festivals to attract visitors.

Member Nicholas shared the emphasis is not pulling the rug out on every single grant opportunity.

CDD Rux noted the Executive Director could work with local festivals to go after Travel Oregon grant funds.

Member Buckmaster shared that the strategy could be to spend dollars on events and letting that occur through new tourism organization.

Member Lewis noted it is a mindset shift for directing dollars.

### **WAKE UP IN WINE COUNTRY**

Chair Felton recapped that on the City Council agenda is the consent item and inquired if he should make comments under public comments.

CDD Rux noted he put the action on the Consent calendar as it is a straight forward request and there are funds available.

Member Buckmaster inquired on what the City Council thought about the Rain or Shine program.

Member Lewis asked if we could show City Council the Rain or Shine Video. There was a group discussion on merits of showing the video or not.

Chair Felton indicated he thought there was an 85% chance that the request gets approved by consent.

Member Buckmaster noted \$10,000k out of \$121,000 marketing budget is a small ask.

CDD Rux indicated if the Committee wanted to show the video he needs it now to get to the City Recorder.

Carr Biggerstaff shared he thought it was better to talk about Wake up in Wine Country and talk about what you want to do, not what's been done.

Member Buckmaster noted when she watched the video she felt cold. If Council does not like video previously done then they could say no to the request for funds to match the grant request.

Member Lewis shared DNA did a quality performance in the video. He asked about the Pair Visuals video material.

CDD Rux noted he has all of the Pair Visuals material on thumb drives that need to be down loaded to the City storage system.

Chair Felton concluded no comments should be provided under public ccomments.



## CHEHALEM VALLEY CHAMBER OF COMMERCE DESTINATION MARKETING PLAN

CDD Rux indicated the material was in the packet at the request of the Chair from a previous meeting.

Member Buckmaster indicated Option 3 is the preference if City Council goes with new tourism organization.

Carr Biggerstaff recapped that the Mayor was uncomfortable on the three options when presented and the pending changes on focusing on tourism marketing that were under discussion.

CDD Rux noted Option 3 would need to be modified to cover the time period until a new tourism organization is established.

Carr Biggerstaff noted the Mayor said he liked the plan, but not three alternative budgets.

### MISCELLANEOUS ITEMS

CDD Rux noted he will not be at the September TLT Ad Hoc Committee meeting and Cheryl Caines will be there to take minutes. On the agenda will be a topic on what do you spend on marketing from September through December until a tourism organization is established.

Carr Biggerstaff commented on Digital Management Assets grant proposal was started and dropped. It was a three year program and put on hold. The TLT Committee and Chamber should have a discussion on this topic.

CDD Rux shared information on discussions on the County Tourism Committee through the Strategic Doing program and a group working on surveying businesses then surveying visitors.

Carr Biggerstaff noted his Strategic Doing group the County Tourism Committee is working on a newsletter. Jeff Knapp is on the Willamette Valley Visitor Association Board. Travel Yamhill County group and Ted Crawford and others are working on Bylaws. He shared Willamette Valley Visitor Association is changing, and a strategic planning session was held. Travel Oregon is also changing its relationship and metrics with Willamette Valley Visitor Association.

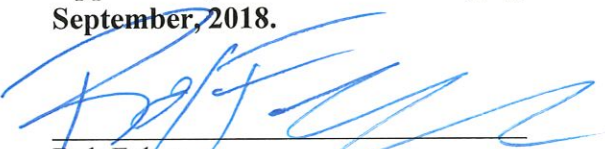
### NEXT MARKETING SUBCOMMITTEE MEETING

September 17, 2018

### ADJOURNMENT

Chair Felton adjourned the meeting at 9:35 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17<sup>th</sup> day of September, 2018.**

  
\_\_\_\_\_  
Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

  
\_\_\_\_\_  
Doug Rux, Community Development Director





**TRANSIENT LODGING TAX AD HOC COMMITTEE  
MARKETING SUBCOMMITTEE  
September 17, 2018, 2018 8:30 am  
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:31 a.m.

**ROLL CALL:**

Members Present: Rob Felton, Chair Dennis Lewis  
Shelia Nicholas Shannon Buckmaster

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests:

**APPROVAL OF MINUTES**

Approval of the minutes of July 16, 2018.

**MOTION:** Nicholas/Lewis moved to approve the August 20, 2018 meeting minutes. The motion carried 4 Yes/0 No).

**PUBLIC COMMENTS:**

None.

**TOURISM MARKETING TOPICS 2018**

CDD Rux inquired if there are any other marketing activities to undertake.

Member Buckmaster noted she had spoken with Jeff Knapp on his experience of organizational transition and he suggested not to get into a project that would overlap with a new tourism organization.

Chair Felton indicated Megan Carda had an idea of discounts on lodging with reimbursement from TLT funds to the lodging establishments as a way to attract visitors and overnight stays.

Member Buckmaster shared that the Rain or Shine program last year had discounts and it was not a good deal for restaurants.

Member Lewis noted that lodging establishments would have to have skin in the game. 35% of the 9% in TLT tax and we pay for promotion and advertising then we are operating in the hole.



Chair Felton shared that the TLT Committee is volunteer and it was short sighted on the ask to City Council for only \$10,000 for the Wake Up in Wine Country promotion and should have asked for two to three times the amount. The program scope has increased and is costing more.

Member Nicholas asked if it is time to clean up the backyard and make cool signs.

Member Lewis noted that the Newberg Downtown Coalition is working on signage program downtown.

CDD Rux indicated there are three sign issues. 1. Highway 99W Downtown signs, 2. Cultural Center grant for art an signage downtown. 3. Visitor Center signage.

Member Buckmaster noted the Parkway Committee meeting on Thursday at 7:30 a.m. on Downtown signage.

CDD Rux shared the County Tourism Committee is planning on a survey and is unsure if they need any financial assistance.

Member Buckmaster noted Jeff Knapp is trying to bridge different groups.

Chair Felton stated he would love to see more data.

Member Buckmaster questioned if a second ask for more marketing funds for Wake Up in Wine Country is possible.

Member Lewis asked if we are coordinating with Dundee on the Wake Up In Wine Country promotion.

Chair Felton Travel Oregon and Dundee are covering creative costs. Newberg doing the marketing. PDX video displays at baggage claim. Cost is \$3,500 for four weeks. Made the ask before having DNA costs. Two video – summer and rain seasons.

CDD summarized he is hearing to focus on Wake Up in Wine Country.

Chair Felton noted Travel Oregon said a few weeks to hear on the grant request. Several weeks have passed. The intent is to look at filming the mid to end of October.

## **WAKE UP IN WINE COUNTRY**

Chair Felton shared the grant was submitted two weeks ago.

Member Lewis recapped that Dundee asking for \$20,000 and Newberg asking for \$20,000.

Chair Felton noted we could go back to City Council to ask for additional funds. The promotion will also need a website.

Member Lewis asked about using the Dundee website as it may be a better approach in the short term.

Chair Felton noted the Oregon Business article was unclear on partnership with Dundee and he did not know if Ted Crawford actually made those comments. He asked if the Chamber had any marketing dollars.



Member Buckmaster indicated they have \$39,000. Dollars are allocated for existing programs through December 31, 2018 such as events, search engine optimization and domain accounts.

**NEXT MARKETING SUBCOMMITTEE MEETING**

October 22, 2018

**ADJOURNMENT**

Chair Felton adjourned the meeting at 9:04 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 22<sup>nd</sup> day of October, 2018.**

A handwritten signature in blue ink, appearing to read "Rob Felton", written over a horizontal line.

Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

A handwritten signature in blue ink, appearing to read "Doug Rux", written over a horizontal line.

Doug Rux, Community Development Director



## MEMORANDUM

---

TO: Transient Lodging Tax Ad Hoc Committee  
FROM: Doug Rux, Community Development Director  
SUBJECT: Tourism Marketing Organization  
DATE: November 7, 2018

---

The City Council adopted Resolution No. 2018-3436 on August 20, 2018 (Attachment 1) indicating their intent to establish a tourism marketing organization. Staff has prepared an initial draft of a Request for Council Action and supporting draft Agreement between the City of Newberg and an organization that is generically called Visit Newberg (Attachment 2). Staff has additionally prepared a draft Request for Council Action on the initial appointment of Board members for Visit Newberg (Attachment 3). As background information staff has included Exhibits A - E to Attachment 1.

At the October 23, 2018 TLT Marketing Subcommittee meeting it was discussed if the Tourism Organization (Visit Newberg) should be a combined Newberg and Dundee group. This topic will need to be discussed as the current draft agreement is Newberg focused based on the direction City Council provided on August 20, 2018.

Other topics to consider in reviewing the draft Agreement include:

1. Does Visit Newberg need to be an established non-profit before an Agreement is entered into?
2. Who creates the initial Bylaws for the organization? A copy of the Visit McMinnville Bylaws are included as an example of a template to use for Visit Newberg's Bylaws (Attachment 4).
3. Does the approach on the first year make sense? It is intended to cover an interim period of January 2019 – June 2019.
4. Is the Annual Business and Marketing Plan approach and reporting consistent with the past discussions of the TLT Committee?
5. Should there be language that the Tourism Organization Board meetings are open to the public?
6. Should the Tourism Organization have to follow Oregon Public Records Law?
7. Other questions or concerns on the draft Agreement.

For the initial Board appointments staff reviewed past minutes to glean what types of organizations should be represented on the Board. That list includes:

1. Hotels/hospitality/lodging; one hotel, one Bed & Breakfast and one vacation rental; one-half of Board members need to be a payer of TLT tax; one lodging provider from Dundee and Newberg each

2. Real estate broker
3. Citizen at large
4. Person with marketing background or experience
5. Local merchant
6. Chehalem Cultural Center
7. Chehalem Park & Recreation District
8. Art and culture
9. Restaurant
10. history representation
11. George Fox University
12. Wineries

Staff would suggest further discussing the make-up of the Board and the number of Board seats. Ex Officio membership should also be discussed.

Terms for the Newberg TLT Committee expire at the end of the year. Staff suggests the Committee discuss the opportunity to continue on for an additional 90-days.

- Attachments:
1. Resolution No. 2018-3436
  2. Draft Request for Council Action and supporting draft Agreement
  3. Draft Request for Council Action on the initial appointment of Board members for Visit Newberg
  4. Visit McMinnville Bylaws



**RESOLUTION No. 2018-3436**

---

---

**A RESOLUTION IDENTIFYING THE CITY COUNCIL INTENT TO ESTABLISH A TOURISM MARKETING ORGANIZATION**

---

---

**RECITALS:**

1. The City Council established the Transient Lodging Tax (TLT) Ad Hoc Committee by motion on December 5, 2016.
2. An identified activity of the TLT Ad Hoc Committee is: 7. During the two year period the Ad Hoc committee continues the discussion of an organizational model appropriate for Newberg given the funding available and report their recommendations back to the City Council.
3. An identified activity of the TLT Ad Hoc Committee is: 8. The City discuss with the Chehalem Valley Chamber additional services that could be provided such as FAM’s, Marketing and Destination Development. Funding for these services would come out of the Tourism Promotion expense line (*Fund 19*).
4. An identified activity of the TLT Ad Hoc Committee is: 9. Funds be allocated for a consultant to conduct an assessment of existing marketing material and provide recommendations for updating or modifying marketing material.
5. The TLT Ad Hoc Committee and its Marketing Subcommittee have met for 20 months discussing organizational models and marketing approaches that have included participation by the Chehalem Valley Chamber of Commerce.
6. The City Council and TLT Ad Hoc Committee held a joint work session on May 21, 2018 discussing organizational models with the City Council providing guidance for the TLT Ad Hoc Committee to return with an official recommendation.

**THE CITY OF NEWBERG RESOLVES AS FOLLOWS:**

1. The intent of the City Council is to establish a Tourism Marketing Organization utilizing Newberg Transient Lodging Tax revenues for promotion of tourism within Newberg and the broader Newberg area.
2. Exhibit “A” Draft Visit Newberg Business Plan with Mission Statement, Marketing Model, Goals and Objectives will be used by the Tourism Marketing Organization as a foundation to create a business plan. It is intended that the City Council and Tourism Marketing Organization Board will further embellish this draft document for clarity purposes.

///

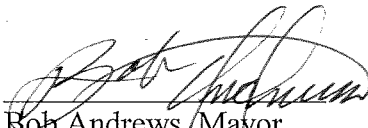
3. Exhibit "B" Draft Executive Director Position Description. It is intended that the Tourism Marketing Organization Board will use this document a foundation point and further embellish this draft document for clarity purposes in consultation with the City Council.
4. Exhibit "C" is a draft example of revenue and expenses for the Tourism Marketing Organization in FY 2019/2020. This is only an example for illustrative purposes based on projections on revenue provided by City staff. The City Council and Tourism Marketing Organization Board will further embellish this draft document for clarity purposes.
5. Exhibit "D" is draft projections for revenue and expenditures over a five year period. The City Council and Tourism Marketing Organization Board will further embellish this draft document for clarity purposes.
6. Exhibit "E" is a draft marketing plan as a foundation point for the Tourism Marketing Organization to develop a marketing strategy. It is intended that the Tourism Marketing Organization Board would further embellish this draft document for clarity purposes in consultation with the City Council.
7. The City Council will take the necessary steps, in consultation with staff and the City Attorney, to charter a Tourism Marketing Organization funded with transient lodging tax revenues. This process may require adoption of ordinances, resolutions, bylaws, appointments to the initial Tourism Marketing Organization Board, budget authorization, contracts and other City Council actions to establish a tourism marketing program.
8. The contract between the Chehalem Valley Chamber of Commerce and City of Newberg will be modified to reflect Visitor Center services and not include Destination Marketing services.
9. The Tourism Marketing Organization will initially contract with the Chehalem Valley Chamber of Commerce to house the tourism Executive Director.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: August 21, 2018.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this 20<sup>th</sup> day of August, 2018.

  
\_\_\_\_\_  
Sue Ryan, City Recorder

**ATTEST** by the Mayor this 23<sup>rd</sup> day of August, 2018.

  
Bob Andrews, Mayor

8/1/2018

## *VISIT NEWBERG* TLT BUSINESS PLAN

### What is Visit Newberg?

*Visit Newberg* is a destination marketing organization dedicated to enhancing Newberg's economy by attracting tourists to the region and ensuring they support local businesses during their visit.

### Mission Statement

*Visit Newberg's* mission is to enhance the economic vitality of our community by promoting Newberg as a year-round visitor, convention, and event destination by maximizing collaborative partnerships, efficiently activating transient lodging tax revenue, and implementing effective sales and marketing programs, while cultivating a world-class visitor experience.

### Marketing Model

MEDIA RELATIONS – SOCIAL MEDIA – DIGITAL MARKETING – ADVERTISING –  
EVENT PROMOTION – BROCHURE DISTRIBUTION – GROUP SALES &  
RECRUITMENT

*Visit Newberg's* marketing strategy is designed to encourage tourism through a comprehensive mix of marketing and media relations programs.

A major focus of the strategy will be the enhancement of the online presence for Newberg, Dundee and the surrounding region. The existing Chamber tourism site will be moved to an independent domain. As a non-membership, publicly funded organization, *Visit Newberg* will offer free listings on its website to tourism stakeholders to ensure transient lodging tax dollars benefit the entire tourism industry. A digital marketing campaign – including search engine optimization, search engine marketing and digital marketing – will drive traffic to this site.

*Visit Newberg* will bring visitors to Newberg and provide opportunities for local business to convert those visitors to customers.

### Initial Goals and Objectives

- City Council adopt an ordinance to establish tourism marketing organization



- City Council appoint a 9-13 member tourism marketing organization board for oversight of the marketing organization
  - Potential board makeup; lodging, hospitality, restaurant, wine industry, CPRD, George Fox, accounting, law, Chamber of Commerce, local merchant, Cultural Center, City of Newberg
- Establish Bylaws of marketing organization
- Market organization board oversees Tourism Executive Director
- Refine the draft job description
- Hire a Tourism Executive Director
- Tourism Executive Director located at Chehalem Valley Chamber of Commerce
- Chehalem Valley Chamber of Commerce continues to operate Visitor Center through June of 2020 per City contract
- Prepare an operating budget of approximately \$280k
  - Director; \$60-\$75k
  - Benefit package \$20k
  - Misc. start up cost \$6k
  - Office space \$0
  - Travel Expenses, Entertainment, etc. \$8k
  - All remaining funds to be spent on marketing
- Establish a tourism website and tourism social media presence
- Refine draft marketing strategy outline
- Build and implement an awareness and branding campaign for Newberg
- Identify other partners i.e., Dundee, Yamhill County
- Research Newberg's market feasibility study for convention, event, and sports opportunities
- Inventory existing convention and tourist venues
- Collaborate with state visitor partners
- Obtain tax exempt status
- Apply for DMO (Destination Marketing Organization) partnership with Travel Oregon

**SAMPLE JOB DESCRIPTION**

8/1/18 (Revised)

**Position Title:** Executive Director of Visit Newberg

**Supervisors:** Visit Newberg Board of Directors

**Position:** Regular Full-Time. May be required to work weekends and holidays, requires travel

**General Statement of Duties:**

This position is responsible for identifying industry related tourism markets and related programs. Assist in developing and implementing strategies to increase the awareness of the culture, history, attractions, and special events to enhance the visibility of the City of Newberg and approved partners, resulting in increased tourism and overnight stays.

Examples of duties and responsibilities:

- Prepare an annual budget for Board of Directors and City Council approval
- Create the annual Destination Marketing Plan
- Plan and implement effective and aggressive tourism promotion programs
- Develop strategies for new markets and advertising materials for Newberg and approved partners
- Implement the Destination Marketing Plan
- Facilitate the development of a master brand
- Develop and maintain a website
- Manage online advertising campaigns and social media
- Manage Familiarization Tours (FAMs) with Media and members of the Travel Trade
- Provide reports as required by the Board of Directors and City Council
- Conduct and analyze area tourist surveys
- Develop strong working relationship with key personnel from all lodging, meeting and convention facilities. Maintain a well-informed working knowledge of all lodging attractions and services available in the area
- Coordinate and collaborate with local events and activity organizers to help them promote their events
- Assist in developing and supervise the production of marketing collateral needed to successfully promote tourism
- Write and distribute press releases
- Manage public relations
- Represent interests as appropriate with local, state and federal organizations associated with tourism
- Maintain and oversee the compilation of tourism data and statistical information that may be helpful in designing a marketing strategy
- Attend tourism related workshops, conference and training seminars
- Identify, prepare and submit grant applications related to tourism
- Assist appropriate organizations by directing them to grant application opportunities
- Assist the Board of Directors in obtaining official non-profit status

**Education:**

Bachelor degree in Marketing or related field, or equivalent experience

**Minimum Tourism Skills and Experience Desired:**

At least three years of recent progressive tourism experience which includes the following skills and abilities:

- Knowledge of the tourism industry
- Working knowledge of volunteer management
- Strategic planning
- Strong communication and public relations skills
- Editing and writing skills
- Knowledge of Media Relations - public/community/news - accessible and open to all media
- Social media management experience
- Ability to establish and maintain strong working relationships with city staff, the public, and business community and to present ideas effectively, verbally and in writing
- Ability to do community outreach; comfortable giving speeches and presentations
- Possesses a positive self-image; approachable; a team player; respects people; understands the importance of first impressions

**Additional Requirements:**

- Possess a valid driver's license
- Knowledge of standard office practices and procedures
- Computer skills
- Employee is required to be able to lift and/or move up to 45 pounds

**VISIT NEWBERG (8/1/18)**

General understandings reached by TLT Ad Hoc Committee:

1. Chehalem Valley Chamber of Commerce continues with City/Chamber contract for Visitor Center services through June 2020.
2. Approximately \$40,000 of the current City/Chamber contract for Destination Marketing activities comes back to the City to be included in the TLT Revenue available for Visit Newberg.
3. A new tourism marketing organization is established by the City Council based on the draft Visit Newberg TLT Business Plan.
4. Visit Newberg will work to obtain non-profit status.
5. The existing TLT grant program will be placed on hold but will honor the award commitments already approved by the City Council.
6. Additional revenue may be provided by the City of Dundee and Yamhill County in the future.
7. A draft job description has been prepared for the Executive Director position.
8. Additional revenue beyond the 65%/35% split in TLT revenue is not set aside for non-marketing purposes.

Estimated Annual Revenue, Personnel, Operational and Destination Marketing Costs (FY 19/20)

<b>REVENUE</b>	<b>Low</b>	<b>High</b>
TLT Revenue <sup>1</sup>	\$328,000	\$353,000
<b>EXPENDITURES</b>		
	<b>Low</b>	<b>High</b>
Personnel		
<i>Executive Director</i>	\$60,000	\$75,000
<i>Benefits<sup>2</sup></i>	\$15,000	\$20,000
<i>Startup Costs<sup>3</sup></i>	\$6,000	\$8,000
<i>Sub-Total</i>	\$81,000	\$103,000
Chamber Support Services		
<i>CVCC Overhead<sup>4</sup></i>	\$24,000	\$24,000
<i>CVCC Staffing Support<sup>5</sup></i>	\$12,000	\$24,000
<i>Sub-Total</i>	\$36,000	\$48,000
Destination Marketing <sup>6</sup>	\$211,000	\$202,000
<b>Grand Total</b>	<b>\$328,000</b>	<b>\$353,000</b>

<sup>1</sup> Includes \$40,000 from City/Chamber contract for destination marketing services and \$48,000 from adjusted Visitor Center Contract amount, in addition to TLT revenue.

<sup>2</sup> Benefits can range from 15% to 27%. For purposes of this estimate the low end considered 25% and high end 27%.

<sup>3</sup> One time cost.

<sup>4</sup> Includes hot office space, payroll services, insurance, copier, phone, kitchen, conference room, supplies, etc. Open market is in range of \$2,200 - \$3,000 month, Chamber providing a discount.

<sup>5</sup> Staffing assumes minimum of \$1,000 month and maximum of \$2,000 depending on level of support needed. \$1,000 month equals 12 hours week at \$20 hour. \$2,000 month equals 24 hours week at \$20 hour for support from Josh, Patty, Karla. Chamber in part subsidizing Year 1 providing coordination, ramp up, connections and collaboration on existing tourism activities. The subsidy also includes time from the Chamber Executive Director in support of the on-boarding and transitioning process.

<sup>6</sup> Includes destination marketing materials and programs, advertising, consultant services, travel, mileage, entertainment, conferences, FAM tours, SEO activities, conferences, etc.

DRAFT

BUDGET TLT MARKETING SUBCOMMITTEE PROPOSAL

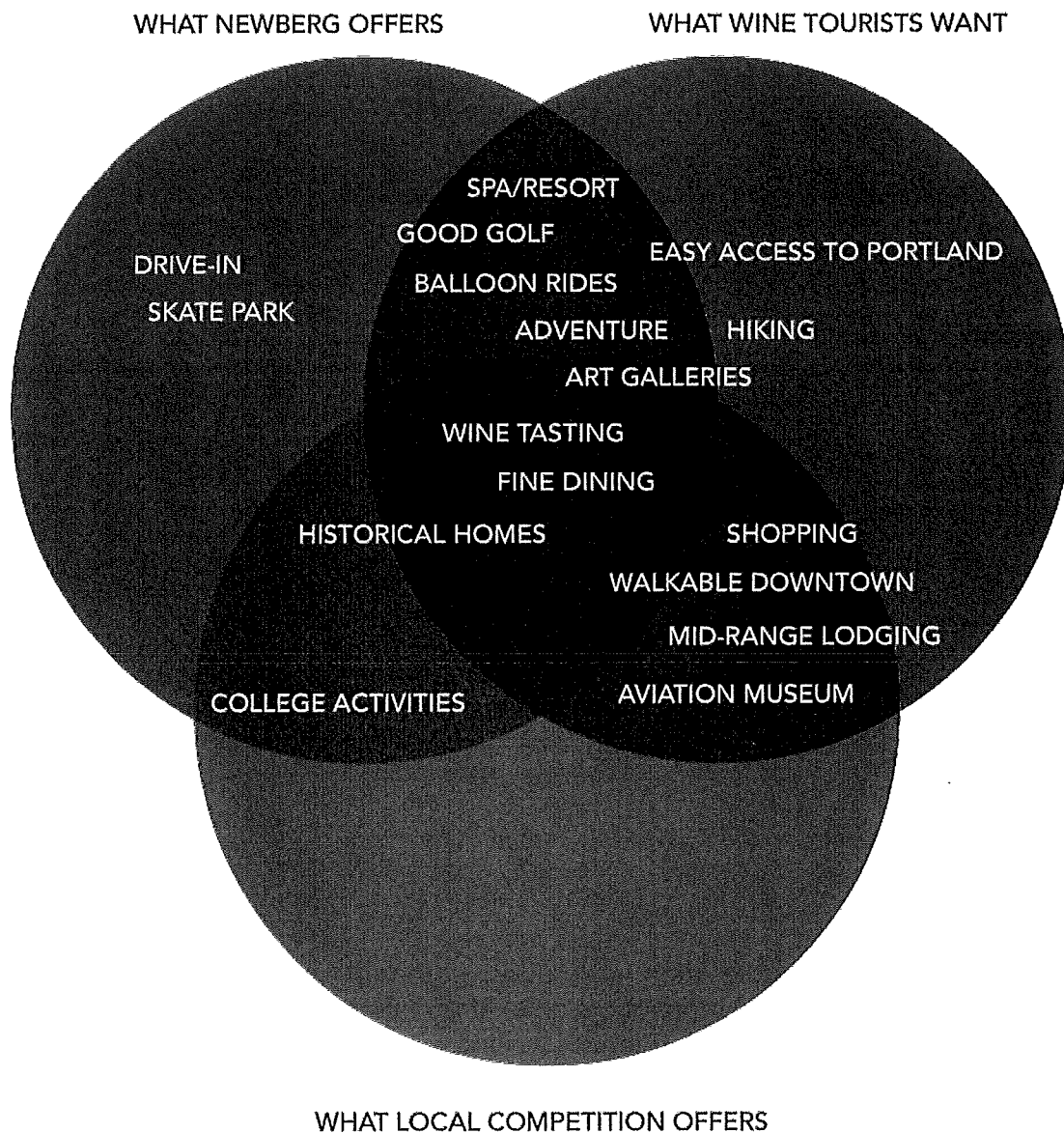
Revenue	FY 16/17	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
	Budgeted	Budgeted	Budgeted	Projection	Projection	Projection	Projection
Gross Operator Receipts	11,994,410	12,220,625	12,587,244	13,346,848	13,747,264	14,159,682	14,584,472
Beginning Fund Balance	207,113	343,718	498,042	0	0	0	0
Tax Revenue -Restricted for Tourism	359,617	366,399	385,702	400,166	412,171	424,536	437,271
Tax Revenue City Services	665,905	678,465	716,303	740,990	763,220	786,117	809,701
Interest Revenue-Restricted for Tourism	897	897	5,728	2,564	2,564	2,564	2,564
Interest Revenue- City Services	1,667	1,667					
Estimated Additional Funds							
<b>Total</b>	<b>1,235,199</b>	<b>1,391,146</b>	<b>1,605,775</b>	<b>1,143,720</b>	<b>1,177,955</b>	<b>1,213,217</b>	<b>1,249,536</b>
<b>Expenses</b>							
Transfers out General Fund	665,905	680,132	717,324	742,657	764,887	787,784	811,368
Chamber Visitor Center/Destination Marketing Contract	137,548	139,886	145,342				
Chamber Visitor Center Contract				48,000	48,000	48,000	48,000
Tourism Marketing Organization - Visit Newberg				353,063	365,068	377,433	390,168
Unallocated Tourism Activity	431,746	571,128	738,033	812,888			
Consultant							
Staff - Meetings, Travel, Networking					2,000		
Tourism Marketing		2,000	121,773		499,663		
Fundraising (Grant Match)		108,506	10,000		10,000		
Subtotal		120,506	133,773		511,663		
Tourist Related Facilities (Large Grant)	313,774	430,622	586,260	300,000			
Small Grant Program (pilot program)	20,000	20,000	20,000				
<b>Total</b>	<b>1,235,199</b>	<b>1,391,146</b>	<b>1,602,699</b>	<b>1,143,720</b>	<b>1,177,955</b>	<b>1,213,217</b>	<b>1,249,536</b>
Ending Balance Restricted for Tourism		0	3,076	0	0	0	0

Assumptions



Proposed Marketing Strategy:  
**Newberg**

*Excluding the George Fox audience, the typical Newberg tourist (those from more than 50 miles or overnight guests) comes for wine tasting. One of our primary differentiators from our local competition is our proximity to Portland, where most tourists will be beginning their visits.*





## **BRAND PROMISE**

The best place to start your Oregon wine country vacation

## **TAGLINE**

The first destination in Oregon wine country

## **BRAND ATTRIBUTES**

PROXIMITY TO PORTLAND - Willamette Valley's closest wine region to Portland

WINE - Growing international reputation for Pinot Noir, dozens of tasting rooms and wineries

RECREATION - Hot air balloon adventures, golf, 99W Drive In, Willamette river, ropes course, disc golf, skate park, Evergreen Aviation Museum, Farmers Market, Chehalem Cultural Center, George Fox University festivals/events, Champoeg and Dundee trails,

FRIENDLY - Small town community feel

HISTORICAL - Hoover-Minthorn Museum, Champoeg,

CULINARY - JORY, Painted Lady and other acclaimed restaurants

ART - Art Elements, Cultural Center, The Allison, George Fox

## **MARKETING GOALS**

- To increase visitor volume, visitor spending and the economic impact of tourism in Newberg
- Influence the long-term development of Newberg as a destination and its brand
- Increase leisure visitor volume, visitor spending, meeting, tours and group markets to the Newberg area through effective promotion with media and the travel trade
- Promote the importance of business and government investment in tourism

## **AUDIENCES**

Target Audiences

- Wine tasting visitors
- George Fox Audience

Top geographic markets

- Portland
- Seattle
- San Francisco

## **STRATEGIES**

Newberg has less staff and resources than many of our competition. We need to be strategic in the use of our time and budget. The majority of our marketing effort should be spent where we can reach the largest portion of our target audience...online.

## **ONLINE MARKETING**

WEBSITE

- Break out site from CVCC subdomain
- Market the attractions of the broader Newberg-Dundee Region

- Heavy on visuals
- Highlight Newberg accommodations and restaurants
- Feature travel itineraries, new travel partners, visitor testimonials, seasonal specials, family reunion planning information, photos, maps and more

Sample: <http://www.visitcalifornia.com/support-wine-country>

## SEO

Target Keywords: Oregon Wine Country, Dundee wine tasting, wine tasting near Portland, Oregon wine tasting, vacations near Portland, vacations in Oregon

## SEARCH ENGINE MARKETING (GOOGLE, BING)

Target keywords that are difficult to rank organically for

## REMARKETING ADS

Create display ads to remarket to previous visitors to the site

## SOCIAL MEDIA

- Create separate Facebook and Instagram channels from CVCC (different audiences need different content)
- Highlight positive media coverage
- Share high-quality local content with emphasis upon engagement metrics over special interest
- Instagram

## SOCIAL MEDIA ADVERTISING

- Target Facebook fans of regional wineries
- Target Twitter followers of travel writers

## MEDIA RELATIONS

- Could be handled in-house or outsourced to freelancer
- Press trips—Host regional, national and international travel writers and editors on individualized and/or group press trips
- Media leads—Continue to respond to leads, and forward leads to members from Travel Oregon and the Willamette Valley Visitors Association
- Pre-publication editing & fact checking
- Media kit - Develop an electronic media kit that highlights the outstanding tourism assets in Newberg and the surrounding area
- Build a more expansive photo and video library that is available for media requests, ads, and our website.

## FAM TOURS

### OREGON WINE TRAIL W/ DUNDEE/NEWBERG

- Hire wine writer to create Oregon Wine Trail similar in concept to the Romantic Road in Germany. Trail starts in Newberg/Dundee.
- Create Web site
- Promote via media relations, SEO and advertising

See <https://tualatinvalley.org/forest-grove-wine-trail/>

## **DOWNTOWN BANNERS**

"The first destination in Oregon Wine Country"

## **PRINT**

Evaluate current pieces for cost effectiveness

- Rack piece/brochure
- Newberg city/Yamhill County map
- Monthly event brochure
- Chehalem Valley Field Guide
- Group travel brochure

## **TOURISM TRAINING**

- Create class for front-line employees to educate on tourism assets of Newberg and the surrounding community.

## **SECONDARY MARKETING PROJECTS**

### **SIGNAGE**

Seek funding and permission for decorative road signage for 99W (e.g. similar to Lake Oswego or McMinnville's third street.

### **RACE TOURISM**

Support efforts to market running races (e.g. Wine Country Half Marathon)

### **NEWBERG HISTORIC WALKING TOUR**

Create plaques/markers for a Newberg historic walking tour. The Newberg Downtown Coalition already has the bones of a tour created here.

### **PROMOTION OF CONFERENCES**

Support efforts by Newberg hotels and organizations (Allison, Windrose, A-dec, George Fox) to bring out-of-town groups to town for conferences

## **NOTE ABOUT GEORGE FOX AUDIENCE**

*This plan does not address the George Fox audience, which may have more economic impact on the city than the wine tourism audience. The parents of prospective undergraduates often spend the night and eat most meals off campus. When 700 or so of those freshmen chose to enroll at George Fox, they each spend \$5,500+ a year in town on food, rent and other services) and support the university's \$70 million budget - which includes \$45+ million in taxable salaries and benefits. Some - especially the Chinese students - buy cars here. As these students go through 2-6 years of school, they attract even more visitors to Newberg (family weekends, sports and arts events, graduation, etc...) George Fox's Graduate students probably spend even more in Newberg since they often bring family to live here. Enhancing the prospective student visit experience can pay off for everyone.*

# ***REQUEST FOR COUNCIL ACTION***

**DATE ACTION REQUESTED: Month, Date, Year**

<b>Order</b> ___	<b>Ordinance</b> ___	<b>Resolution</b> <u>XX</u>	<b>Motion</b> ___	<b>Information</b> ___
<b>No.</b>	<b>No.</b>	<b>No.</b>		

**SUBJECT:**

<b>Contact Person (Preparer) for this          Motion: Doug Rux, Director          Dept.: Community Development          File No.:</b>
--

**RECOMMENDATION:**

**EXECUTIVE SUMMARY:**

**FISCAL IMPACT:**

**STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):**

DRAFT



# RESOLUTION No. 201x-xxxx

---

---

## A RESOLUTION

---

---

### RECITALS:

1. The City of Newberg established a Transient Lodging Tax on \_\_\_\_\_ (Ordinance No. \_\_\_\_).
2. Ordinance No. \_\_\_\_\_
3. The Transient Lodging Tax Ad Hoc Committee was established on \_\_\_\_\_
4. After extensive strategic planning the Transient Lodging Tax Ad Hoc Committee recommended to the City Council that the future use of tourism related funds should be the establishment of a destination marketing organization (DMO).
5. The DMO will become a viable non-profit organization as of \_\_\_\_\_ and will be known as Visit Newberg.
6. The City desires to contract with Visit Newberg to provide both tourism promotion activities and administrative and management functions.
- 7.

### THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. Entry into the attached contract with Visit Newberg is in the best interest of the City.
2. The City Manager is authorized to sign the contract.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: \_\_\_\_\_, 201x.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this \_\_\_ day of \_\_\_\_\_, 201x.

\_\_\_\_\_  
Sue Ryan, City Recorder

**ATTEST** by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 201x.

\_\_\_\_\_  
Bob Andrews, Mayor

AGREEMENT BETWEEN  
CITY OF NEWBERG, OREGON  
AND  
VISIT NEWBERG  
FOR TOURISM PROMOTION SERVICES

This Agreement is between the City of Newberg, an Oregon municipal corporation, (City) and Visit Newberg, Inc. (Contractor), an Oregon nonprofit corporation. The City wishes to enter into this Agreement with the Contractor for tourism promotion services for the City. The Contractor is willing to provide the tourism promotion services the City desires. The City will compensate the Contractor with a portion of the Transient Lodging Taxes the City assesses pursuant to Oregon State law and Ordinance No. \_\_\_\_.

1. Definitions:

a. "tourism promotion" means any of the following activities:

- i) advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists,
- ii) conducting strategic planning and research necessary to stimulate future tourism development,
- iii) operating tourism promotion agencies, and
- iv) marketing special events and festivals designed to attract tourists (ORS 320.300(7)).

b. "tourism" means economic activity resulting from tourists (ORS 20.300(6)).

c. "tourist" means a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage, or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from, and unrelated to the person's community of residence, and that trip:

- i) requires the person to travel more than 50 miles from the community of residence, or
- ii) includes an overnight stay (ORS 320.300(10)).

d. "tourism promotion agency" includes:

- i) an incorporated non-profit organization or governmental unit that is responsible for the tourism promotion of a destination on a year-round basis,
- ii) a non-profit entity that manages tourism-related economic development plans, programs, and projects, and

- iii) a regional or statewide association that represents entities that rely on tourism-related business for more than 50 percent of their total income (ORS 320.300(8)).

2. Contractor's Services:

In exchange for the payment provided in Section 6, the Contractor will provide the following tourism promotion services to the City:

- a. Tourism promotion activities: The Contractor will provide functions, activities, programs, literature (develop, arrange for printing, and distribute), advertising, staff, supplies, equipment, and support to promote Newberg as a destination for tourists and visitors. The Contractor will coordinate its activities, as appropriate, with other organizations such as the Chehalem Valley Chamber of Commerce and the Newberg Downtown Coalition and other visitor promotion entities.
- b. Administrative and management functions: The Contractor will provide day to-day management activities including planning and acquisition of services, equipment, supplies, and facilities to fulfill the Annual Business and Marketing Plan (the Business Plan) for Visit Newberg. The Contractor will be responsible for maintaining capable and competent staff, including management staff. The Contractor's Executive Director or designee will attend any City Council meetings as requested by the City Council to provide updates, information, or other data on Visit Newberg plans and services.

3. First Year of the Agreement:

- a. Once the Agreement is fully executed and before it is funded, the City may make payments on behalf of Visit Newberg for various charges (e.g. insurance premiums, advertising costs for the Executive Director). These payments will be deducted from the funding the City will provide Visit Newberg when the certificates of insurance are approved by the City.
- b. Once the Agreement is fully executed and acceptable certificates of insurance have been provided to the City, the City will provide Visit Newberg with funding in the amount of \_\_\_\_% of the Transient Lodging Taxes accrued and unexpended since the inception of the Transient Lodging Tax, minus the City's monthly administrative charges.
- c. No later than \_\_\_\_\_, 2019:
  - i) The Contractor will establish an initial high-level budget to enable the Contractor's Board to make informed decisions regarding staff, contract vendors, leases, and other issues and

- ii) The Contractor will adopt financial policies and procedures.
- d. No later than \_\_\_\_\_, 2019, the Contractor will hire an Executive Director.
- e. No later than \_\_\_\_\_, 2019, the Contractor will prepare and submit a Business and Marketing Plan (the Business Plan) to the City Council. The Business Plan will contain a detailed description of the services the Contractor proposes to provide during the remainder of the fiscal year, as well as a proposed budget for the remainder of the fiscal year.

The Plan will identify activities and performance goals. The Contractor will be fully responsible for the implementation of services and programs and the City will not control the day-to-day activities and operations of Visit Newberg and its employees and agents. However, the City may provide general suggestions regarding the funding of various services or programs, which the Contractor will consider in the use of City funds.

The Contractor's proposed 2018-2019 budget will be prepared assuming a total budget for services provided under this Agreement of the amount of accrued and unexpended Transient Lodging Tax collections from previous years paid to Visit Newberg under the provisions of 3.b. above, plus \_\_\_\_\_% of projected Transient Lodging Tax collections for the current year, minus the City's monthly administrative charges for the current year. The budget will contain a reserve fund in an amount equal to at least three months of total operating expenses.

- f. The City Council will consider the Business Plan during a Council meeting in the month of \_\_\_\_\_, after which, the Council will determine whether to approve the Plan. If the Council approves the Business Plan, the Council will authorize continued funding for the remainder of the fiscal year. The Contractor will expend funds received from the City under this Agreement only as set out in and authorized by the Business Plan. If the Council does not approve the Business Plan and the parties cannot reach agreement on modification, this Agreement will terminate in the same manner as if the Contractor had defaulted or breached the Agreement, pursuant to Article 13.
- g. No later than \_\_\_\_\_, 2019, the Contractor will prepare and submit to the City Council a written progress report on the Business Plan, including the budget. The City Council may request that a representative of the Contractor attend a City Council meeting to provide further information and to answer any questions.

#### 4. Annual Business and Marketing Plan:

- a. Beginning with the 2019-2020 fiscal year, the Contractor will prepare and submit a Business Plan to the City Council no later than three weeks before



the first Council meeting of May each year. The Business Plan will contain a review of the previous year's performance and a detailed description of the services the Contractor proposes to provide in the next fiscal year, as well as a proposed budget for the next fiscal year. The Business Plan will identify activities and performance goals. Additionally, the Business Plan will contain a detailed explanation of any amendments the Contractor has made to the Contractor's bylaws. The Contractor will be fully responsible for the implementation of services and programs and the City will not control the day to-day activities and operations of Visit Newberg and its employees and agents. However, the City may provide general suggestions regarding the funding of various services or programs, which the Contractor will consider in the use of City funds.

- b. The City Council will consider the Business Plan during a Council meeting in the month of May each year, after which, the Council will determine whether to approve the Plan. If the Council approves the Business Plan, the Council will authorize continued funding of Visit Newberg for the next fiscal year. The Contractor will expend funds received from the City under this Agreement only as set out in and authorized by the Business Plan. If the Council does not approve the Business Plan and the parties cannot reach agreement on modifications, this Agreement will terminate in the same manner as if the Contractor had defaulted or breached the Agreement, pursuant to Article 13.
- c. The Contractor's proposed budget will be prepared assuming a total budget for services provided under this Agreement of \_\_\_\_\_% of projected Transient Lodging Tax collections for the current year, minus the City's monthly administrative charges for the current year.

The Contractor's annual budget will contain a reserve fund in an amount equal to at least three months of total operating expenses as defined by the Contractor's adopted fiscal policies. The reserve fund may be used in the case of actual revenues being less than forecast and in support of activities included in the approved Business Plan. In no case will expenditures exceed actual funds payable under this Agreement. However, nothing in this section precludes the Contractor using funds secured from sources other than the City in the Contractors' complete and total discretion.

#### 5. Other Reports:

- a. The Contractor will prepare and submit to the City Council three written progress reports each year (in August, November, and February) on the Business Plan, including the budget. These reports will also contain notice of any amendments the Contractor has made to the Contractor's bylaws. The City Council may request that a representative of the Contractor attend a City Council meeting to provide further information and to answer any questions.

- b. If the City's actual collection of Transient Lodging Tax revenues exceeds the amount approved in the Contractor's budget by 20% or more, before the City will provide additional funds to the Contractor, the Contractor will submit a revised Business Plan to the City, describing how the additional funds will be spent on tourism promotion activities.

6. Funding:

The City agrees to compensate the Contractor from Transient Lodging Tax revenues collected by the City. The compensation will be for services provided under this Agreement. The amount paid quarterly (in August, November, February, and May) to the Contractor will be based on \_\_\_\_\_% of the Transient Lodging Tax collected by the City in the preceding quarter. This amount is subject to the following:

- a. The provisions of Section 5.b above, and
- b. Administrative charges by the City.

- 7. Administrative Costs: The Contractor's administrative and management costs, including but not limited to personnel, rent, financial management services, internal budgeting and accounting, purchasing, insurance, maintenance, supervision, legal services, printing, and any other costs will be at the cost and discretion of the Contractor.
- 8. Assets: The Contractor is an independent entity and will be responsible for acquiring and maintaining real and personal property related to the provision of services under this Agreement. The Contractor will own all real and personal property acquired by it. On termination of this Agreement, the Contractor will transfer any intellectual property or promotional materials associated with the provision of services under this Agreement to the City at no cost.
- 9. Risk of Loss and Insurance: The Contractor bears the risk of loss of all its property (as described in Section 8). The Contractor, at its own expense, will procure and maintain general liability insurance to protect the Contractor from claims that may arise out of or result from the services provided under this Agreement. Prior to funding of this Agreement, the Contractor will provide proof that it has acquired this insurance. The insurance will be in an amount per occurrence at least equal to the City's tort claims liability limits under the Oregon Tort Claims Act with a \$3,000,000 aggregate. The policy will name the City, its officers, agents, and employees as additional insureds.

The Contractor and any of its subcontractors will maintain in full force and effect Worker's Compensation insurance and Employer Liability insurance in compliance with Oregon State law.

The Contractor will be responsible for all deductibles, self-insurance retentions, and self-insurance for the insurance required under this section. The Contractor will notify the City thirty days prior to any material change in the Contractor's insurance, or, if that is not possible, immediately upon the Contractor receiving notice of a change.

10. Annual Review/Audit: The financial books of Visit Newberg will be audited or reviewed annually by an independent certified public accountant. The accountant will make a written report of the review/audit to the Board of Directors which will then submit a copy of the report to the McMinnville City Council. The audit or review will be completed as soon as practical after the close of the fiscal year.
11. Records and Accounting: The Contractor will maintain records and accounts that will allow the City to assure that all funds paid for the performance of this Agreement are properly accounted for. Within 72 hours of a written request by the City, the Contractor will make records relating to income and expenditures available for review and audit by the City. The City will have the right during the term of this Agreement, or within 180 days after the expiration or termination of this Agreement, to audit the Contractor's records for the period of three years prior to the audit. The audit may be undertaken by a qualified person or entity selected by the City. The Contractor agrees that it will provide financial records from its accountants to the City every month. These records will include, at minimum, a balance sheet and income and expense reports. The Contractor will maintain these financial records for at least six years after the expiration of this Agreement.
12. Term: This Agreement will be in effect \_\_\_\_\_, 2019. It will remain in effect for three years unless terminated earlier under the provisions of Section 3.f (Council fails to approve the Business Plan), Section 4.b (Council fails to approve the Business Plan), Section 13 (default or material breach) or Section 21 (assignment without approval). At the end of the three year term, the Agreement will automatically renew for three one year periods unless either party wishes at any time not to extend the Agreement. If a party wishes not to extend the Agreement, that party will notify the other party that the Agreement will terminate at the end of the current Agreement period. Notification will be in writing and will be delivered no later than January 1 of the year in which the notifying party wishes the Agreement to terminate.
13. Default and Breach: Either party may terminate this Agreement in the event of a default or material breach by the other party. The notifying party must provide written notice to the other party specifying how the other party is not in compliance with the terms of this Agreement. The non-complying party will have thirty days after receipt of a notice of non-compliance to cure the issue(s). Should the correction(s) not be made during this thirty day period, this Agreement may be terminated, at the discretion of the notifying party,

unless the correction(s) cannot be made within thirty days. If the non-compliance cannot be corrected within thirty days, the non-complying party must, at minimum, begin corrective action within thirty days and proceed with due diligence until the correction is completed. This Agreement may be terminated, at the discretion of the notifying party, if the non-complying party either fails to begin to take corrective action within thirty days or fails or ceases to use due diligence to continue with the corrective action.

14. Equal Opportunity: The Contractor agrees that it will not discriminate against any employee or applicant for employment on the basis of race, age, color, sex, religion, ancestry, national origin, sexual orientation, gender identity, genetic information, or disability and will take any affirmative action necessary to ensure that all employees and applicants are treated equally. The Contractor and its employees will not, in the performance of this Agreement, discriminate against any customer, potential customer, patron, or other person on the bases listed above in this section and will provide services to all persons equally.
15. Contractor Indemnification: The Contractor will defend, protect, indemnify, and hold harmless the City, its officers, agents, and employees from and against any and all claims, losses, damages, injuries, or liability including claims for misapplication of contributions or other funds, state or federal anti-trust violations, personal injury or death, damage to property, liability arising out of the use of materials, concepts, or processes protected by intellectual property rights, and the liens of workmen and material men, regardless how these were caused, if they arose directly or indirectly from the performance of this Agreement by the Contractor, unless caused by the negligence or willful misconduct of the City. The Contractor is not an officer, employee, or agent of the City under ORS 30.285 or 30.287.
16. Licenses and Taxes: The Contractor will be responsible for the acquisition and maintenance of all licenses and permits to carry on the Contractor's business.
17. Independent Contractor: The Contractor is an independent contractor. The parties intend that an independent contractor relationship will be created by this Agreement. The City is interested only in the results to be achieved. Conduct and control of the work will be the responsibility of the Contractor. The Contractor will not be considered an agent or employee of the City for any purpose, and the employees of the Contractor are neither employees of the City nor are they entitled to any of the benefits that the City provides for its employees.
18. No Third Party Beneficiaries: The City and the Contractor are the only parties to this Agreement and are the only parties entitled to enforce its terms. Nothing in this Agreement gives, is intended to give, or will be construed to

give or provide any benefit or right, whether directly, indirectly, or otherwise, to third persons unless the third persons are identified by name in this Agreement and expressly described as intended beneficiaries of the terms of this Agreement.

19. Authority: As specified in Section 17, the Contractor is an independent contractor in the performance of this Agreement. The Contractor will comply with all laws regarding unemployment insurance, disability insurance, and worker's compensation. The Contractor will have no authorization, express or implied, to bind the City to any agreement, settlement, liability, or understanding, and agrees not to perform any acts as an agent of the City.
20. Notice: Any notice or notices provided for in this Agreement or by law which must be given or served on either party will be given or served by personal service, certified mail (return receipt requested, postage prepaid), or by e-mail or facsimile followed by certified mailing of the original, in a pre-addressed, stamped envelope, addressed to:  
  

City of Newberg Joe Hannan City Manager PO Box 970 Newberg, OR 97132	Visit Newberg <hr/> Executive Director
--	---
21. Assignment: Neither party may assign, subcontract, or otherwise transfer any rights and responsibilities under this Agreement except upon the written consent of the other party. If any assignment is made, both the assigning party and the assignee will be bound by the terms of this Agreement. The City may terminate the Agreement if transferred or assigned without the prior written consent of the City.
22. Amendments: This Agreement may be amended only by written agreement signed by both parties.
23. Laws of Oregon: This Agreement will be governed by the laws of the State of Oregon, both as to the interpretation and performance, and the venue will be Yamhill County.
24. Waiver: The City's failure to enforce a provision of this Agreement will not constitute a continuing waiver, will not constitute a relinquishment of the City's right to performance in the future, and will not operate as a waiver of the City's right to enforce any other provision of this Agreement.
25. Merger: This Agreement constitutes the entire agreement between the parties.

There are no understandings, agreements, or representations regarding this Agreement, whether oral or written, that are not specified in this Agreement.

This contract is entered into by the City of Newberg and the initial Board of Directors of Visit Newberg, Inc., effective \_\_\_\_\_, 2019.

CITY OF NEWBERG

\_\_\_\_\_  
Joe Hannan, City Manager

VISIT NEWBERG, INC.

\_\_\_\_\_  
XXXXX, Chair

\_\_\_\_\_  
XXX, Vice Chair

\_\_\_\_\_  
XXX, Treasurer-Secretary

\_\_\_\_\_  
XXXX, Director

\_\_\_\_\_  
XXXX, Director

\_\_\_\_\_  
XXXX, Director

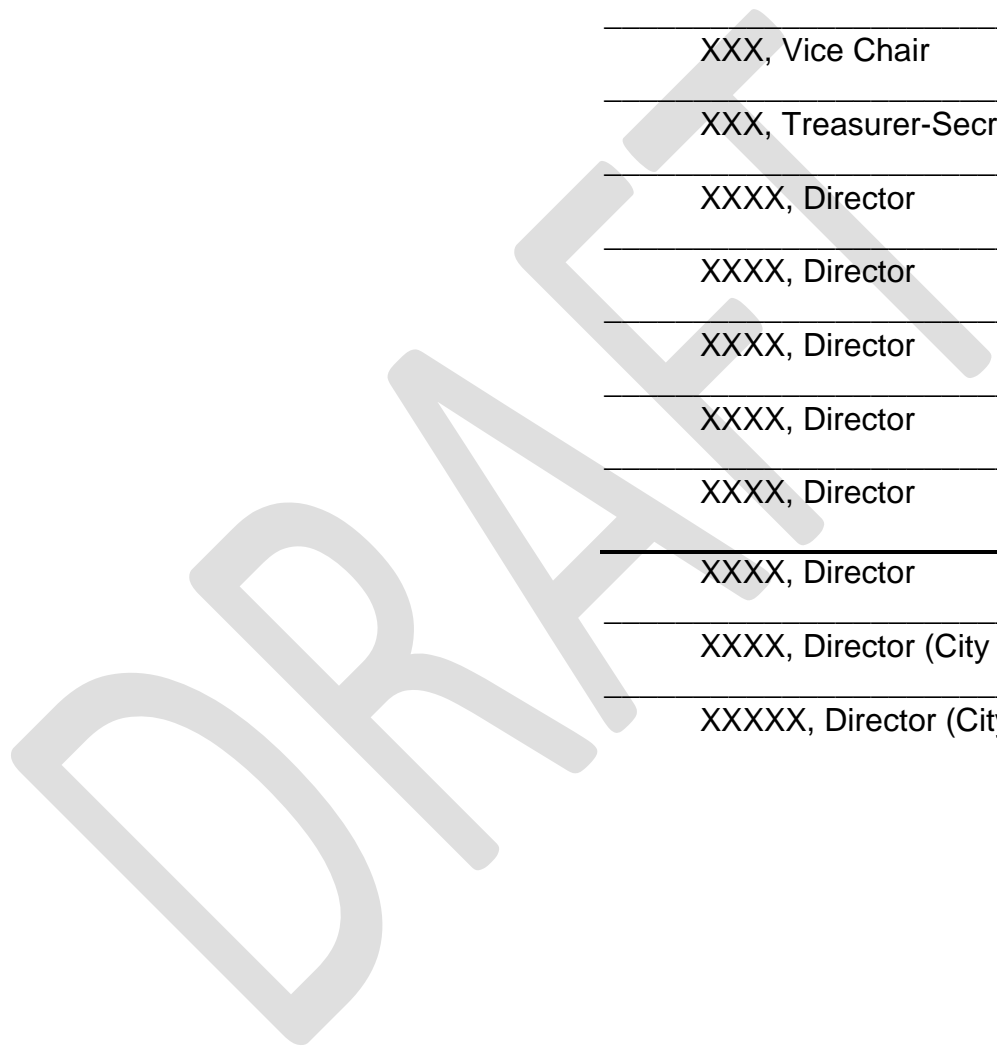
\_\_\_\_\_  
XXXX, Director

\_\_\_\_\_  
XXXX, Director

\_\_\_\_\_  
XXXX, Director

\_\_\_\_\_  
XXXX, Director (City Councilor)

\_\_\_\_\_  
XXXXX, Director (City staff)



# ***REQUEST FOR COUNCIL ACTION***

**DATE ACTION REQUESTED: Month, Date, Year**

<b>Order</b> ___	<b>Ordinance</b> ___	<b>Resolution</b> ___	<b>Motion</b> ___	<b>Information</b> ___
<b>No.</b>	<b>No.</b>	<b>No.</b>		

**SUBJECT: A Resolution appointing members to the initial Board of Directors of Visit Newberg**

Contact Person (Preparer) for this Motion: Doug Rux, Director  
Dept.: Community Development  
File No.:

**RECOMMENDATION:**

**EXECUTIVE SUMMARY:**

**FISCAL IMPACT:**

**STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):**

DRAFT



## RESOLUTION No. 201x-xxxx

---

---

### A RESOLUTION APPOINTING MEMBERS TO THE INITIAL BOARD OF DIRECTORS OF VISIT NEWBERG

---

---

#### RECITALS:

1. The City of Newberg adopted a Transient Lodging Tax on \_\_\_\_\_. Pursuant to State law \_\_\_\_\_ % of revenue from the tax must be dedicated to tourism promotion or tourism related facilities.
2. The City is in the process of establishing a Destination Marketing Organization, which will be charged with creating an effective mix of marketing, sales, and service programs designed to produce positive economic impact on visitor spending in Newberg. This non-profit organization will be known as Visit Newberg. Visit Newberg will be incorporated effective \_\_\_\_\_, 2019. The City will contract with Visit Newberg for tourism promotion services.
3. In order to create the initial Board of Directors, the City Council will, by this Resolution, appoint the voting members of the initial Board and approve the Mayor's appointment of the City Council member of the Board.

4.

#### THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council appoints the following volunteers to the initial Board of Directors of Visit Newberg:
  - a.
  - b.
  - c.
  - d.
  - e.
  - f.
  - g.
  - h.
  - i.
  - j. (member at large)
  - k. (member at large)
2. The Mayor appoints and the City Council approves the appointment of Councilor \_\_\_\_\_ to be the City Council Board member.
3. As the bylaws for Visit Newberg will require that the Director's terms be staggered (approximately



one third of the initial voting members of the Board of Directors will serve three year terms, approximately one third will serve two year terms, and approximately one third will serve one year terms) the City Council charges the Directors, at the first meeting of the Board in \_\_\_\_\_, 2019, to establish the term for each Director.

4. This Resolution and these appointments will take effect \_\_\_\_\_, 2019 and shall continue in full force and effect until revoked or replaced.

➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: \_\_\_\_\_, 201x.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this \_\_\_\_ day of \_\_\_\_\_, 201x.

\_\_\_\_\_  
Sue Ryan, City Recorder

**ATTEST** by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 201x.

\_\_\_\_\_  
Bob Andrews, Mayor

DRAFT

**BYLAWS  
VISIT McMINNVILLE**

**Article 1. Name**

**Section 1. Name.** This organization is incorporated under the state laws of Oregon as a 501(c)(6) non-membership organization and is known as Visit McMinnville (hereinafter VM).

**Article II. Purpose**

**Section 1. Purpose and Role.** VM is an economic and tourism development organization with a primary function of creating an effective mix of marketing, sales, and service programs designed to produce a positive economic impact on visitor spending in McMinnville. Developing and implementing these programs results in an enhancement of the City's livability and economic viability by, among other things, providing increased employment and economic opportunity. VM promotes the entire City and works in partnership with all sectors of the visitor industry. VM practices the highest principles of civic citizenship and follows good business practices and policies.

**Article III. Contract**

**Section 1. Contract.** The City of McMinnville (City) contemplates entering into a sole source procurement contract with VM based on VM's status as the sole non-profit provider of the programs enumerated above through the use of the City's transient lodging tax income. The initial contract term is three years; however, VM will provide an annual review of the past year as well as an annual business plan for the upcoming year, and the contract may be terminated early if the City does not approve the review or business plan. The initial three year term of the contract will automatically renew for three one year periods unless either party wishes at any time not to extend the contract. If a party wishes not to extend the contract, that party will notify the other party that the contract will terminate at the end of the current contract period. Notification will be in writing and will be delivered no later than January 1 of the year in which the notifying party wishes the contract to terminate. Should VM's sole source status cease, the City will award subsequent contracts on the basis of the requirements of the public contracting law for non-sole source contracts.

## **Article IV. Board of Directors**

**Section 1. General Powers and Responsibilities.** The governance of VM is vested in a Board of Directors as further provided in these bylaws. The Board of Directors (also referred to as the Board) sets policy, establishes strategic direction, and fulfills legal and fiduciary responsibilities to VM. Members of the Board of Directors (also referred to as Directors, Board members, and members) serve without compensation but they may be reimbursed for expenses related to Board services. Voting members of the initial Board of Directors have been appointed by the McMinnville City Council by a majority vote.

**Section 2. Number and Terms of Directors.** The Board of Directors consists of no fewer than seven and no more than nine voting members, including the Chair, Vice-Chair, Treasurer-Secretary, and two members at large. The Board also includes three non-voting members: the Executive Director, one City Councilor, and one City staff member.

In order to stagger the terms of the Directors, approximately one third of the initial voting members of the Board of Directors will serve three year terms (a full term), approximately one third will serve two year terms, and approximately one third will serve one year terms. Subsequently, voting members of the Board will be elected to serve three year terms. Voting Board members will serve no more than three consecutive full terms. Voting Board members who have served three full terms may be reappointed to the Board after a hiatus of one year.

If the City Councilor position is to be filled, it will be filled by appointment by the Mayor upon approval of a majority of the City Council. If the City staff member position is to be filled, it will be filled by appointment by the City Manager. Both the City Councilor and City staff member positions serve annual terms and serve until notice of replacement.

**Section 3. Selection of Directors.** All Director positions to be filled after the appointment of the initial Board of Directors will be filled pursuant to this Section.

3.1 Voting Directors: No later than January of each year, the Board Chair will appoint a Board member to serve as the Nominating Committee Chair. The Board Chair will also appoint one other Board member to serve on the Nominating Committee, along with the Executive Director. Both appointments must be approved by a majority vote of the Board of Directors. The Nominating Committee will conduct interviews with candidates who are willing to accept voting Directorship responsibilities for upcoming vacancies on

the Board. No later than March, the Nominating Committee will present a slate of candidates to the Board for approval through a majority vote of the Board.

3.2 City Councilor and City staff member positions: These positions will be filled as specified in Article IV, Section 2, above.

**Section 4. Qualifications of Directors.** Board members will be selected based on their willingness and availability to serve and the experience, knowledge, and energy they can bring to the Board. There is no residency requirement nor is there a requirement that any Director be connected with a company, business, or organization located in either McMinnville or the 97128 zip code.

The Board consists of a) two members at large, who may be, but do not need to be, tourism industry representatives, b) one City Councilor, c) one City staff person, d) the Executive Director, and e) five to seven tourism industry representatives. The tourism industry representatives need not be representatives of any specific tourism industries. At no time will a majority of the tourism industry representatives represent any one tourism industry (e.g. wine, food, or lodging). No more than one Director representing any given company, business, or organization will be allowed to serve at one time.

**Section 5. Vacancies.** If vacancies reduce the number of voting Directors to less than seven, and if more than sixty days remain in the term of the Director or Directors whose leaving has/have caused the number of voting Directors to fall below seven, the Chair will propose one candidate for each voting Director position which is to be filled and the Board will vote on that/those candidate(s). The election of the candidate(s) will be by a majority vote of the Board.

In all other cases, VM is not required to fill voting Director positions which are vacated mid-term. However, if such a voting Director position becomes vacant mid-term, the Chair will, within sixty days of the vacation, make a recommendation to the Board as to whether to fill the position. If the recommendation is to fill the position, the Chair will propose a candidate to complete the term. The election of the candidate will be by a majority vote of the Board.

A voting Director elected to fill a vacancy under this section will serve until the expiration of the term of the position to which the Director was elected.

A City Councilor or City staff person may be appointed to fill a vacancy in a City Councilor or City staff person position as specified in Article IV, Section 2. The

appointee will serve until the expiration of the term of the position to which the City Councilor or City staff person was appointed.

**Section 6. Removal or Resignation of Directors.** If any Director misses more than two meetings in a row or more than three meetings during the fiscal year, the Director's resignation will be deemed to have been tendered and accepted. The other Directors, by majority vote, may make an exception for good cause shown.

Any Director may be removed by a majority vote of the Board of Directors for failure to fulfill the duties required of Directors, or intentional acts or omissions which a prudent person could reasonably have foreseen would damage the reputation or interests of VM. Removal will be based on a finding of the Board that the best interests of VM will be served by this action. The City Councilor may be removed at any time by the Mayor with approval of a majority of the City Council. The City staff person may be removed at any time by the City Manager.

Any Director may resign at any time by providing thirty days written notice to the Executive Director or the Chair.

In all cases of removal or resignation under this section, vacancies will be filled or left vacant under the specifications of Article IV, Section 5.

**Section 7. Meetings.** The Board of Directors meets no less than once every quarter, at a time and location determined by the Chair. All meetings will be held in accordance with Oregon Public Meetings and Records Law. The Chair or Executive Director may cancel or reschedule meetings. The Chair or Executive Director may call special meetings of the Board of Directors at any time.

Regularly scheduled Board meetings may be held without separate notice if the location, date, and time are fixed by resolution or all Directors were originally notified of the schedule. Special meetings of the Board and any regular meetings of the Board which are not pre-scheduled as specified above must be noticed to each Director no less than two days and no more than thirty days in advance of the meeting.

Decisions of a routine nature may be made by the Chair and Executive Director. These decisions, if outside the governance policies established by the Board, must be ratified by majority vote at the next regularly scheduled Board meeting.

**Section 8. Quorum.** A quorum consists of a simple majority of the voting Board members in good standing immediately before the meeting begins. A quorum must be

present at Board of Directors' meetings in order for the Board to take action. A majority vote consists of a simple majority of the quorum of voting Board members in attendance at any given meeting.

**Section 9. Voting.** With the exception of the Executive Director, the City Councilor, and the City staff member, each member of the Board of Directors has one vote. Proxy voting is not allowed, either at a meeting of the Board of Directors or in any other way connected with the Board reaching a decision. Directors unable to attend a meeting of the Board may send a letter, e-mail, or other written communication to the Board stating his/her opinion or position on any matter before the Board. A copy of the communication will be distributed to each Board member present, and, if the absent Board member so requests, the communication will be read aloud at the meeting during the discussion of the issue. Any Board member may attend a meeting via telephone, conference call, or video conferencing, subject to the Oregon Public Meetings Law.

**Section 10. Conflicts of Interest.** When a Board member has an actual or potential conflict of interest in a transaction with VM, the material facts of the transaction and the Board member's interest will be disclosed to the Board of Directors at each meeting prior to any vote taking place. The conflict will be recorded in the minutes of the meeting. Conflicts of interest are regulated by ORS Chapter 244. The existence of an actual conflict of interest disqualifies a Board member from participating in both the discussion and the vote on the issue. A Board member with a potential conflict of interest may participate in the discussion and vote on the matter after declaring the conflict as discussed above. Each Board member will sign a conflict of interest statement annually.

**Section 11. Officers, Duties.** There are three officers of the Board: Chair, Vice-Chair, and Treasurer-Secretary. All officers must be voting members of the Board of Directors.

11.1 Chair: The Chair presides at meetings of the Board of Directors, assures that the Board of Directors is advised on all significant matters of business, and provides guidance in the development of overall VM long-term objectives. The Chair may also perform other duties as prescribed by the Board of Directors.

Although the Chair may vote on any issue before the Board, s/he may remain neutral on issues before the Board unless his/her vote is needed to break a tie.

The Chair and the Executive Director serve as the official spokespersons for VM. The roles of Executive Director and Chair are complementary, with the Executive Director

seeing to the operation of VM and the achievement of the desired results, and with the Chair seeing to the health of the Board and the achievement of Board responsibilities.

The Chair and the Executive Director may sign deeds, mortgages, bonds, contracts, or other instruments, which the Board of Directors has authorized to be executed. A minimum of two signatures is necessary for such legal documents, except in cases where the signing is expressly delegated to some other agent by the Board of Directors or statute.

The Chair, along with the Vice-Chair and the Treasurer-Secretary, conducts an annual performance evaluation of the Executive Director and provides a written report of the review, along with a recommendation for any action, to the Board of Directors. Insofar as possible, reviews will be confidential.

11.2 Vice-Chair: The Vice-Chair serves as the first assistant to the Chair, performing the duties of the Chair in the Chair's absence. The Vice-Chair succeeds the Chair in the event of a mid-term vacancy in the position of Chair.

11.3 Treasurer-Secretary: The Treasurer-Secretary oversees financial reports, which describe the financial condition of VM and serves as liaison between the contracted financial management services provider and the Board. The Treasurer-Secretary succeeds as Vice-Chair in the event the Vice-Chair position becomes vacant mid-term and s/he succeeds as Chair in the event that both the Chair and Vice-Chair positions become vacant mid-term.

11.4 Secretary: The duties ordinarily performed by a Corporate Secretary are performed by the Executive Director and his/her staff.

**Section 12. Election of Officers.** The current voting Directors nominate voting Directors for the positions of Chair, Vice-Chair, and Treasurer-Secretary at the first meeting of each calendar year. The election of each officer is by a majority vote of the Directors. The election of the officers is conducted either at the first meeting of the calendar year or as soon as possible thereafter. Officers' terms are one calendar year, but officers remain in their offices until a new election has been held. Officers may be re-elected to the same position for subsequent years, as long as the officer is a member in good standing of the Board of Directors. If an officer position becomes vacant during a term, the rules of succession in Section 11 above apply. To fill any vacancy after applying the rules of succession, the Board of Directors nominates a member to serve out the term of that position. This interim officer must be approved by a majority vote of the Directors.

## **Article V. Executive Director**

**Section 1. Executive Director.** The Board employs an Executive Director who is charged with the general supervision and management of the office and business affairs of VM. The Executive Director reports directly to the Board. The Board sets the Executive Director's salary. The Executive Director is charged with proposing to the Board and, upon approval by the Board, implementing an annual marketing plan and budget. The Executive Director has the authority for supervision of all employees, including all personnel actions and employee compensation within the annual budget as approved by the Board. The Executive Director serves as the Corporate Secretary, keeps all necessary records, and in general manages the affairs of VM to promote the objectives for which it was organized. In the absence of the Executive Director, all duties will be performed by a member of the staff appointed for that purpose. The Executive Director is a non-voting member of the Board of Directors, is a member of all Board committees, and carries out other duties as assigned by the Board, its officers, and committees. The Executive Director executes (with the Chair) and oversees all contracts, mortgages, deeds, bonds, or other instruments in accordance with action plans and expenditures budgeted and approved by the Board of Directors.

The Executive Director and the Chair of the Board are the official spokespersons for VM. The roles of Executive Director and Chair are complementary, with the Executive Director seeing to the operation of VM and the achievement of the desired results, and with the Chair seeing to the health of the Board and the achievement of Board responsibilities.

The Executive Director is accountable to the full Board, not to individual Board members or committees. This does not prevent full interaction between the Executive Director and Board members and committees. The actions of the Executive Director must be in harmony with the wishes of the Board as a whole. A dispute between a Board member or a committee and the Executive Director will be arbitrated by the full Board and, where necessary, a majority Board vote will determine the outcome.

## **Article VI. Finances**

**Section 1. Fiscal Year.** The fiscal year of VM commences on the first day of July and ends on the last day of June each year.

**Section 2. Special Fund.** No organized effort to raise funds for VM will be undertaken unless authorized by the Board.



**Section 3. Annual Budget.** The Executive Director prepares and submits an annual budget for the coming fiscal year to the Board of Directors for review no later than May 1 each year. The Board of Directors adopts a final budget by majority vote no later than June 30 each year.

**Section 4. Disbursements.** All disbursements must adhere to the financial policies and procedures approved by the Board of Directors by majority vote. No obligations or expenses will be incurred and no monies will be appropriated for unbudgeted items without prior approval of the Board of Directors by majority vote. Upon approval of the annual operating budget, the Executive Director is authorized to make disbursements on accounts and expenses provided for in the budget without additional approval of the Board of Directors. All disbursements except petty cash will be made by check or electronic funds transfer.

**Section 5. Annual Review/Audit.** The financial books of VM will be audited or reviewed annually by an independent certified public accountant. The accountant will make a written report of the review/audit to the Board of Directors which will then submit a copy of the report to the McMinnville City Council. The audit or review will be completed as soon as practical after the close of the fiscal year.

#### **Article VII. Amendments**

**Section 1. Amendments.** All proposed amendments or changes to these bylaws will be made by the Board of Directors and will be approved by a majority vote of the voting Directors in good standing who are then in office. Prior to the adoption of the amendment, each Director will be given at least forty eight hours notice of the date, time, and place of the meeting at which the proposed amendment is to be considered. The notice will state that the purpose or one of the purposes of the meeting is to consider a proposed amendment to the bylaws and it will contain a copy of the proposed amendment.

#### **Article VIII. Indemnification**

**Section 1. Indemnification.** VM will indemnify any person who was or is a party, or is threatened with being made a party, to any threatened or pending action or suit by reason of the fact that s/he is or was a director, officer, employee, or agent of VM, for expenses (including attorney's fees) actually and reasonably incurred by him/her in connection with the defense or settlement of the action or suit, provided s/he acted in good faith and in a manner s/he reasonably believed to be in, or at least not opposed to,

the best interests of VM. No indemnification will be given to any person who has been adjudged to be liable for negligence or misconduct in the performance of his/her duty to VM unless and only to the extent that the court in which the action or suit was brought determines that, despite the adjudication of liability, and in view of all circumstance of the case, the person is fairly and reasonably entitled to indemnity for expenses which the court deems proper.

**Section 2. Insurance.** VM will, at all times, carry all appropriate directors and officers and liability insurance.

**Proposed Article IX. Purpose/Dissolution Clause**

Visit McMinnville is a destination marketing organization working exclusively for the Economic Development of the City of McMinnville.

Upon the dissolution of the organization, assets shall be distributed for one or more exempt purposes within the meaning of Section 501(c)(6) of the Internal Revenue Code, or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not disposed of shall be disposed of by a court of competent jurisdiction in the county in which the principal office of the organization is located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

These bylaws are approved this \_\_\_\_\_ day of \_\_\_\_\_, 2016, by the initial Board of Directors of Visit McMinnville.

\_\_\_\_\_  
Erin Stephenson, Chair

\_\_\_\_\_  
Cindy Lorenzen, Director

\_\_\_\_\_  
Maria Stuart, Vice Chair

\_\_\_\_\_  
Carmen Pierano, Director

\_\_\_\_\_  
Cassie Sollars, Treasurer-Secretary

\_\_\_\_\_  
Ty Rollins, Director

---

Ellen Brittan, Director

---

Scott A. Hill, Director (City Counsilor)

---

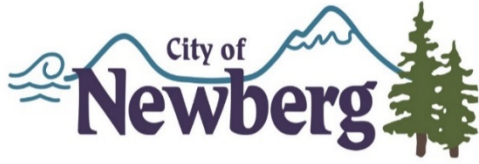
Courtney Cunningham, Director

---

Martha Meeker, Director (City staff)

---

Emily Howard, Director



**City of Newberg 2017 - 2018  
 Transient Lodging Tax – Destination Development and Marketing  
 Promotion Grant Program Reports**

To be completed and returned: Progress Report by **September 7, 2018**.

To be completed and returned by \_\_\_\_\_: Final Report 30 days after project, program or event.

*Attach receipts, paid invoices for monies spent and a check to the City of Newberg for an unspent funds.*

Project Title: Newberg Downtown Wineries Strategic Multi-Media Presence

Name of Organization requesting funds: Newberg Downtown Wineries Association

Mailing address: 501A N. Howard St, Newberg, OR 97132

Contact name: **Sheila Nicholas, sheila@anamcaracellars.com**  
**Michelle Fritts, michellef@chehalemwines.com**

Phone: **Sheila: (503) 550-8686 c Michelle: (503) 250-3013 c**

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

NOTE: Please attach receipts or a spreadsheet that documents both income and expenses

Budgeted Income Sources	Amount	Actual Income Sources	Amount
Membership Dues	6,600.00	Membership (to date)	5,293.94
Events	2,000.00	Events HMH, 8.11.18	260.92, after expenses
		Events: Night Market	TBD
		Events: Passport	TBD
Total Budgeted Project/Program/Event Income		Total Actual Project/Program/Event Income	

Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Marketing		Prepared Marketing	Awaiting invoice
		Rose City Marketing*	\$500
Total Budgeted Project/Program/Event Expenses		Total Actual Project/Program/Event Expenses	

2. Do you have unused City funds remaining? If so how much?

Yes. With regard to the \$6,666.66 check that was received and deposited on 8/10/18, less than \$1,000 has been used for marketing purposes. We have been progressively researching and interviewing marketing companies over the busy summer months. After serious review, we are deciding on Rose City Marketing. Amanda has a wealth of experience in the tourism and analytics to back up our endeavors. We are aggressively putting actionable items, specifically driven through marketing endeavors such as stated in our notes below.

3. Date project, program or event was (or will be) completed:

Events under NDW | Summer – Winter 2018:

**Club Crawl:** 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> weekends in June

**Hoover Minthorn House | Picnic in the Garden:** August 11, 2018

**Newberg Night Market:** September 29, 2018 (1500 FB likes, 58 attending as of 9.7.18)

**NDW Case Raffle 2018:** begins Labor Day to Nov. 18<sup>th</sup>

\*Plans for 2019 include: Newberg Night Market - March/April, HMM Garden Picnic - June, Allison Harvest - September.

**Ongoing: Marketing endeavors, see notes below, as impact re: grant**

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

Ongoing. Our concentrated efforts from all nine (9) downtown wineries are showing a unified front for driving customers to the downtown Newberg area. This can be noted from our zip code retrievals (as attached). While we aim to increase our SEO, we will continue to provide engagement with our visitors, while sharing the opportunities and availability of lodging within our community.

5. Please include data that supports how many tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

Attached you will find data from most of the NDW organizations with summer months of zip code data. We feel this is providing a great value of information regarding our visitors to the Willamette Valley, specifically to the city of Newberg.

Additional notes regarding marketing efforts: as under Rose City Media

Tourism Promotion:

**Advertising:** daily posting to FB page/Instagram, bi-weekly boost and event promotions.

**Strategic Planning:** researching other similar associations and assure we are staying in the know and up with current marketing trends.

**Operating Tourism promotions agencies:** working on getting NDW Assoc. in publications that are relevant to the wine connoisseurs (working on Portrait Magazine)

**Marketing Special Events:** making efforts to purchase tickets easy, understandable, minimize confusion. Making calendar up-to-dated from all 9 wineries.

**Website Migration** – working on current & functional details from all 9 wineries  
Additions for restaurants, lodging links: adding appropriate links & pixels to maximize marketing audience.

**SEO/Mobile website improvement:** Now working with a specialist on the SquareSpace platform to identify and secure SEO optimization verbiage, making adjustments more adaptable for our needs, especially with requests of tracking data and leads. Aiming for better commerce experience. Progressing rapidly and will have a much more robust site to share at our next reporting period.

**Google Analytics:** utilizing Google AdWords and will be aiming to have updated reports on a monthly basis.

POS	Portland	OR	97221
POS	Sherwood	OR	97140
POS	Milwaukie	OR	97229
POS		OR	97062
POS	Cooperburg	PA	18036
POS	Half Moon B	CA	94018
POS	Tracy	CA	95304
POS	Portland	OR	97229
POS	Denver	CO	80210
POS	Portland	OR	97268
POS	Portland	OR	97239
POS	Sherwood	OR	97140
POS	West Chester	OH	45069
POS	Portland	OR	97210
POS	Portland	OR	97219
POS	Portland	OR	97239
POS	manchester	MO	63021
POS	Chandler	AZ	85248
POS	Portland	OR	97221
POS	Portland	OR	97239
POS	Beaverton	OR	97006
POS	Tualatin	OR	97062
POS	Albany	NY	12208
POS	Portland	OR	97213
POS	Dallas	TX	75248
POS	Breckenridge	CO	
POS	Tualatin	OR	97062
POS	Rocklin	CA	95677
POS	Dundee	OR	97115
POS	Hillsboro	OR	97123
POS	Portland	OR	97229
POS	Sussex	WI	53089
POS	Portland	OR	97214
POS	Portland	OR	97202
POS	McMinnville	OR	97129
POS	Lake Oswego	OR	97034
POS	Oklahoma Ci	OK	73120
POS	Portland	OR	97239
POS	Mission Hills	KS	66208
POS	Annapolis	MD	21401
Club	Seattle	WA	98133
POS	Salem	OR	97306
POS	Fort Collins	CO	80525

POS	Scio	OR	97374
POS	Rocklin	CA	95765
POS	Tigard	OR	97224
POS	Portland	OR	97229
POS	New York	NY	10006
POS	Bluffton	SC	29910
POS	Denver	CO	80210
POS	Hillsboro	OR	97123
POS	Rocklin	CA	95677
POS	Albany	OR	97321
POS	Golden Valle	MN	55422
POS	Orange	CA	92869
POS	Philadelphia	PA	19107
POS	Tigard	OR	
POS	Alpharetta	GA	30022
POS	Tigard	OR	97224
POS	manchester	MO	63021
POS	Portland	OR	97229
POS	Portland	OR	97213
POS	Marlton	NJ	8053
POS	Sherwood	OR	97140
POS	hoboken	NJ	7030
POS	Dundee	OR	97115
POS	Reinholds	PA	17569
POS	Tigard	OR	
POS	Milwaukie	OR	97229
POS	Eugene	OR	97405
POS	Tigard	OR	
POS	Denver	CO	80210
POS	Beaverton	OR	97008
POS	Beaverton	OR	97006
POS	Portland	OR	97239
POS	Wilsonville	OR	97070
POS	Beaverton	OR	97007
POS	Sherwood	OR	97140
POS	Hillsboro	OR	97123
POS	Rocklin	CA	95677
POS	hobe sound	FL	33455
POS	Turner	OR	97392
POS	Dallas	TX	75206
POS	Denver	CO	80210
POS	Portland	OR	97229
Club	Hampton	FL	32044



POS	Portland	OR	97209
POS	Flagstff	AZ	86001
POS	Durham	NC	27704
POS	Portland	OR	97221
POS	Portland	OR	97212
POS	Oregon City	OR	97045
POS	Salem	OR	97308
POS	Wilsonville	OR	97070
POS	hobe sound	FL	33455
POS	Keizer	OR	97303
POS	Portland	OR	97229
POS	Wilsonville	OR	97070
POS	Aurora	OR	97002
POS	Chicago	IL	60612
POS	McMinnville	OR	97128
POS	Portland	OR	97212
POS	Mableton	GA	30126
POS	Wilmington	DE	19807
POS	Huntington	NY	11743
POS	hoboken	NJ	7030
POS	Dundee	OR	97115
POS	Portland	OR	97229
POS	Hillsboro	OR	97123
POS	Oklahoma Ci	OK	73120
POS	Tampa	FL	33556
POS	Oklahoma Ci	OK	73120
POS	Beaverton	OR	97008
POS	Portland	OR	97213
POS	Dundeee	OR	97115
POS	Milwaukie	OR	97229
POS	Beaverton	OR	97006
POS	Orlando	FL	32824
POS	Sherwood	OR	97140
POS	Orange	CA	92869
POS	Troutdale	OR	97000
POS	San Francisco	CA	94132
POS	Portland	OR	97233
POS	Hampton	FL	32044
POS	Wilmington	DE	19807
POS	Aloha	OR	97007
POS	McMinnville	OR	97129
POS	Dundee	OR	97115
POS	Portland	OR	97231

POS	Half Moon B; CA	94018
POS	Lake Oswego OR	97035
POS	Golden Valle MN	55422
POS	Portland OR	97213
POS	Cornelius OR	97113
POS	Beaverton OR	97006
POS	Portland OR	97229
POS	Corona Del N CA	92625
POS	Bend OR	97701

Artisanal Wine Cellars – June 2018

Location	June
Arlington, TX	2
Bethany, OK	2
Blaine, WA	1
Boerne, TX	2
Charlotte, NC	1
Chicago., IL	2
Detroit, MI	2
Elk Grove Village, IL	2
Eugene, OR	1
Guilderland NY	2
Houston, TX	1
Johnson City, TN	1
Knoxville, TN	2
Long Beach, CA	2
Los Angeles, CA	2
McFarland, WI	1
Milwaukie, OR	2
Newberg, OR	6
Okanagan, BC	1
Pente Vedra, FL	2
Portland, OR	3
Redway, CA	2
Rochester, MI	2
Saint Paul, MN	2
Salt Lake City, UT	5
San Diego, CA	2
Seattle, WA	2
Seattle, WA	2
Sherwood, OR	1
Sonora, CA	2
Surprise, AZ	2
Tomball, TX	2
Tualatin, OR	1
Wheaton, IL	3

NDW -  
Grant data

---

City of Newberg TLT Grant Visitor Data - April

# Visitors	Zip Code	# Visitors	Zip Code
2	92116	2	97219
1	92081	2	29910
2	92009	2	17257
2	85003	2	90266
2	47220	2	90048
2	89129	2	97132
1	97212	1	60616
2	97070	2	97132
1	97132	1	97206
2	97213	1	97132
2	93940	2	97267
1	859109	2	47217
1	97132	2	02360
4	99362	2	91607
2	97004	2	97123
1	97013	2	97006
1	97008	2	88345
2	97219	2	97217
1	80917	1	92591
3	18682	1	90703
4	97132	10	97132
1	97403	2	97068
1	97202	1	97070
2	97068		
1	97223		
1	75605		
1	97301		
2	97128		
2	97132		
2	60661		
2	91239		
2	97106		
1	29464		
2	97132		
1	97267		
	97008		

2

City of Newberg TLT Grant Visitor Data - June 2018

# Visitors	Zip Code	# Visitors	Zip Code
5	04101	2	43206
2	95106	2	90265
2	99709	1	90263
4	76103	1	46550
2	02747	1	83616
1	78723	2	97526
2	85335	1	22903
2	55111	1	52554
2	55119	1	80070
*	<del>58953</del>	1	60611
	<del>90897</del>	1	44118
1	93953	2	70563
2	60610	2	60603
1	48315	1	28803
1	53718	2	96130
2	37013		
2	04064		
1	98115		
1	33761		
2	45208		
2	99352		
2	83702		
2	75214		
2	22015		
2	33635		
2	76107		
2	27520		
1	99360		
1	64145		
2	41203		
1	90026		
2	78738		
2	63104		
2	48137		

## City of Newberg TLT Grant Visitor Data - June

### Purple Cow Vineyards & VinTyr

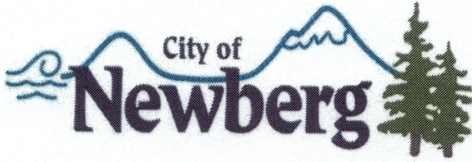
# Visitors	Zip Code	City/State	Country
2		Beaverton	
2			Netherlands
2		Scappoose, OR	
3		Seattle, WA	
1		Kaizer OR	
1		Bend OR	
1		Missigan	
1		Georgia	
3		Florida	
2		Seattle, WA	
1		Bottle WA - OR wine passport might want	
4		Colorado	Wine shipped once she gets home
2		Sherwood, OR	
2		San Diego, CA	
1		Wichita, Kansas	
3			Brazil
2		Tacoma, WA	
2		Camas, WA	
2		Happy Valley	
2		Beaverton	
4		Boulder, CO	
1		Atlanta, Georgia	
1		North Carolina	
3		Vancouver WA	
2		Dundee OR	
1		Denver Co	
2		London	
2		Denver, CO	
2		Misquite NU	
2		Selma OR	

# City of Newberg TLT Grant Visitor Data - April

# Visitors    Zip Code    # Visitors    Zip Code

2	AZ Phoenix		
2	CO Denver		
2	Lincoln City OR		
1	CO moved to OR		
2	Tigard		
1	Tigard		
6	OR		
2	Beaverton		
2	PDX		
3	Tualatin		
2	Beaverton		
2	Beaverton		
2	Beathany OR		
2	colorado		
1	PDX		
2	CA		
1	PDX		
2	Albany		
2	Colorado		
1	PDX Groupen		
2	Los Angeles CA		
2	Aurora OR		
2	PDX		
2	Kansas City		
5	Seattle, WA		
1	Toronto, Canada		
1	France		
	Seattle		
2	Los Angeles CA		
4	Bolder Co		
4	Colorado		
2	Gehart OR		
2	San Diego CA		
2	Baltimore		

May ↓



**City of Newberg 2017 - 2018  
Transient Lodging Tax – Small Grant Program Reports**

To be completed and returned: Progress Report by \_\_\_\_\_.

To be completed and returned by September 15, 2018: Final Report 30 days after project, program or event.

*Attach receipts, paid invoices for monies spent and a check to the City of Newberg for an unspent funds.*

Project Title: Hoover-Minthorn House Museum Marketing Plan and Exhibit at Chehalem Cultural Center

Name of Organization requesting funds: The Hoover-Minthorn House Museum, owned and operated by The National Society of The Colonial Dames of America in the State of Oregon

Mailing address: PO Box 1212, Newberg, OR 97132

Contact name: Sarah B. Munro

Phone: 503-806-7286

Email: sarahmunro@comcast.net

Alternate Phone: 503-538-6629

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

NOTE: Please attach receipts or a spreadsheet that documents both income and expenses

Budgeted Income Sources	Amount	Actual Income Sources	Amount
City of Newberg, TLT Small Grant	\$7,500	\$2,500	\$2,500
Yamhill County Cultural Coalition	\$1,000	\$1000	\$1,000
NSCDA-OR (estimate: cash for exhibit; actual: digital images & printed panels)	\$4,000	\$535.01	\$535.01
NSCDA-OR (actual: 84.5 hours in-kind @ \$23/hour)	\$1,610	\$1,943.50	\$1,943.50
Community Volunteers (10 hours in-kind @ \$23/hour)	\$230	\$0	\$0
Newberg Historical Society (10 hours in-kind @ \$23/hour)	\$230	\$0	\$0



Chehalem Cultural Center (estimate: 10 hours in-kind @ \$23/hour; actual 11 hours in-kind)	\$230	\$253	\$253
Total Budgeted Project/Program/Event Income	\$14,800.00	Total Actual Project/Program/Event Income	\$6,231.51

Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Marketing Consultant – free-lance consultant to assist in developing brand identity, presentation materials for schools, tagline evaluation, website and social media interactions (invoices attached)	\$2,500	\$2,500	\$2,500
Flash drive for graphic materials for consultant (receipt not located)		\$11.99	\$11.99
Refreshments for stakeholders meeting (receipts attached)		\$45.88	\$45.88
Printed fliers (receipt attached)	\$2,000	\$400	\$400
Printed copies of branding document from NSCDA (receipt attached)		\$127.20	\$127.20
Facebook ads for exhibit at Chehalem Cultural Center (estimate: \$638/month for 2 months)	\$1,276	\$0	\$0
Digital images for exhibit (estimate: 30 @ \$30 each; actual \$189 for 9 images – receipt attached)	\$900	\$189	\$189
Design and printing of display boards 32"x40" (estimate: 8.89 sq ft x \$7/sq ft = \$62.23 x 30; actual: \$552 for printing on 4 pieces of gator board – receipt attached)	\$1,869	\$522	\$522
Design and printing of display boards, mounting and dismantling exhibit (includes 84.5 hours donated time valued at \$23/hour = \$1,943.50 – documentation attached)		\$1,943.50	\$1,943.50
Mat board for display boards (estimate: 24 x 30)	\$720	0	0
Poster board and foam core (expense list attached)	0	\$89.05	\$89.05
Dry mounting on mat board (estimate: \$85/board x 30)	\$2,550	\$0	0
Printing and enlargements (expense list attached)	0	\$149.89	\$149.89
Reception to open exhibit on June 1 (In kind: includes 11 hours of time provided by Chehalem Cultural Center)	\$500	\$253	\$253

personnel valued at \$23/hour – documentation attached)			
Speaker on Herbert Hoover at opening or during exhibit at Chehalem Cultural Center	\$2,450	\$0	\$0
Total Budgeted Project/Program/Event Expenses	\$14,765.00	Total Actual Project/Program/Event Expenses	\$6,231.51

2. Do you have unused City funds remaining? If so how much?

No money remains from the TLT small grant given to the Hoover-Minthorn House Museum.

3. Date project, program or event was (or will be) completed:

The Marketing Plan was completed on August 5, 2018; the exhibit at the Chehalem Cultural Center was on view from May 28 through August 5, 2018.

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

The project was to complete a marketing plan for the Hoover-Minthorn House Museum. The plan identified visitor goals, target audiences, branding, messages, and a schedule for improving outreach. The Museum met its goal of completing the plan. The Museum completed an exhibit about Herbert Hoover's Oregon Boyhood that was on view at the Chehalem Cultural Center during June and July. Maps were provided to direct visitors through downtown Newberg to the Museum. Anecdotal evidence indicates that the exhibit was well received by visitors to the CCC. The Museum has a continuing relationship with the marketing consultant to implement the plan. The Museum's goals of the project were realized.

5. Please include data that supports how many tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

The Hoover-Minthorn House Museum does not have data that supports tourists and room nights helped generated by this project.



709 S.W. Graystone Place  
Dundee, OR 97115

*Helping Companies  
Communicate Better.*

**INVOICE**

No: 00006644  
Date: 5/28/18  
Ship Via: Deliver  
Page: 1

Bill To:

Ship To:

NSCDA-OR, Hoover Minthorn House Museum  
115 S. River Street  
Newberg, OR 97132

NSCDA-OR, Hoover-Minthorn Houser  
Museum  
115 S. River Street  
Newberg, OR 97132

Description	Amount	Tx
HMHM 70925a MarketingPlan Administrative & Consultation	\$1,250.00	

Freight: \$0.00

Sales Tax: \$0.00

**Total Amount: \$1,250.00**

Happy Memorial Day!

Your Order #: Sarah Munro

Shipping Date:

Terms: Net 10

Amount Applied: \$1,250.00

**Balance Due: \$0.00**



709 S.W. Graystone Place  
Dundee, OR 97115

*Helping Companies  
Communicate Better.*

**INVOICE**

No: 00006647  
Date: 8/21/18  
Ship Via: Deliver  
Page: 1

Bill To:

Ship To:

NSCDA-OR, Hoover Minthorn House Museum  
115 S. River Street  
Newberg, OR 97132

NSCDA-OR, Hoover-Minthorn House  
Museum  
115 S. River Street  
Newberg, OR 97132

Description	Amount	Tx
HMHM 70925a Marketing Plan Second half of project completed Consultation	\$1,250.00	

We appreciate your business.

Your Order #: Sarah Munro

Shipping Date:

Terms: Net 10

Freight:	\$0.00
Sales Tax:	\$0.00
<b>Total Amount:</b>	<b>\$1,250.00</b>
Amount Applied:	\$1,250.00
<b>Balance Due:</b>	<b>\$0.00</b>

**OREGON HISTORICAL SOCIETY**

**Photo Order Receipt**

1/10/18

Sarah Munro

**Email:** sarahmunro@comcast.net

**Phone:** 503-806-7286

*The images in this order are issued for reference use only. They are not to be copied for resale or digitally transferred. Permission for use in a publication, film or for any other commercial use must be requested*

**Turn-Around:** **Normal**

*in writing from the Oregon Historical Society.*

**Usage:** **Personal**

**Shipping:** **dropbox**

**Payment:**

**Order #**

**2004-18**

1200 SW Park Avenue

Portland, Oregon 97205

PhotoOrders@ohs.org

Phone: 503-896-5177

Fax: 503-896-5194

Shipped

**1/12/18**

Total Photo Sales	210.00
Rush Charges	0.00
Rights and Permissions	0.00
Discount	-21.00
CD Charge	0.00
Shipping and Handling	0.00

**Total Paid**

**\$189.00**

**OHS Reproductions Requested**

OHS Neg #	OHS Dig #	Description	Notes	Size	Price
52969	bb016581	Dr. Minthorn and family		1_300*	30
CN 000317	bb016580	Nye Beach showing Na		1_300*	30
CN 000980	bb016579	Hot Lake		1_300*	30
CN 006308	bb016578	Jesse Edwards		1_300*	30
CN 020189	bb010960	Scotts Mill		1_300*	30
72922	bb016583	Blacksmith Dayton		1_300*	30
73012	bb016582	Yamhill River Dayton La		1_300*	30

OREGON BLUE PRINT COMPANY

W.H.C.  
NSCDA-OR  
**Invoice**

PITTMON MAP AND TRAVEL Home Blvd.  
825 SE HAWTHORNE BLVD  
PORTLAND, OR 972140000 97214

Date	Invoice #
1/19/2018	307707

01/19/2018

11:02:04

DEBIT CARD

DEBIT SALE

Card # XXXXXXXXXXXX2999  
Network: Sarah Munro MAESTRO  
Chip Card: 806 7286 US DEBIT  
AID: A000000980840  
ATC: 0012  
TC: BFF0A87EBE034472  
SEQ #: 5  
Batch #: 33

INVOICE  
Approval Code: 131341  
Entry Method: Chip Read  
Mode: Issuer - PIN Verified

P.O. No.	Terms	Rep	Ship Via
	Due on Receipt	H	Will Call

Item	Qty / Sq	Description	Rate	Amount
<b>SALE AMOUNT \$522.00</b>				
D 1/2" Gator	1	9 5"x 4" Print / W-B-B / Z-Cut	30.00	30.00
D 1/2" Gator	1	48"x 60" Print / W-B-B / Z-Cut	200.00	200.00
D 1/2" Gator	1	18"x 19" Print / W-B-B / Z-Cut	30.00	30.00
D 1/2" Gator	2	30"x 60" Print / W-B-B / Z-Cut	130.00	260.00
F Velcro / Applied	1	White Hook and Loop	2.00	2.00
Museum Signs				

NSCDA-OR  
CUSTOMER COPY  
Acct

Phone: 503-232-1161	Fax: 503-232-6677	jan.driggs@oregonblueprint.com	<b>Total</b>	\$522.00
---------------------	-------------------	--------------------------------	--------------	----------

The UPS Store - #6470  
4931 SW 76th AVE  
PORTLAND, OR 97225  
(503) 292-1006

08/08/18 03:37 PM

We are the one stop for all your  
shipping, postal and business needs.

We offer all the services you need  
to keep your business going.



001 037103 (010)		TO \$ 400.00
Color File Print	QTY 500	
Reg Unit Price	\$ 0.80	
002 037007 (010)		TO \$ 127.20
DS Color Copy	QTY 212	
Reg Unit Price	\$ 0.60	
	SubTotal	\$ 527.20
	Total	\$ 527.20

US DEBIT \$ 527.20  
ACCOUNT NUMBER \* \*\*\*\*\*2999

Verified By PIN

ENTRY METHOD: ChipRead  
MODE: Issuer  
AID: A0000000980840  
TVR: 8080048000  
TSI: 6800  
AC: 9D2FF6E2559912B5  
ARC: 00

Receipt ID 83104862287548887269 712 Items  
CSH: ARMANDO Tran: 5970 Reg: 001

Sale

\*\*\*\*\*2999  
Debit Entry Method: EMV

Trace: Appr Code:022103  
Retrieval #:MK1306301422 Batch #:

Amount	\$ 527.20
	=====
Merchant Total	\$ 527.20

Approved

Thank you for visiting our store.  
Please come back again soon.

Hmblm

# NEW SEASONS MARKET

The friendliest store in town.  
Raleigh Hills - 503.292.6838  
Join us at [www.newseasonsmarket.com](http://www.newseasonsmarket.com)

Sign up for e-receipts at the pinpad  
**GET A \$5 COUPON AND SAVE TREES**

### PURCHASES

2 @ 4.49		
	CALIFIA ALMDMILK	8.98 F
2 @ 4.99		
	GRVAL PLAIN YGRT	9.98 F
	WILDHAR BUTTER	4.99 F
1.52 lb @ 3.99 /lb		
WT	HONEYCRISP APPLE	6.06 F
	OATMEAL COOKIES	5.99 F
	SNICKERDOODLES	5.99 F
**** DISCOUNTABLE TOTAL		41.99
	10% Discount	4.20-
	TAX	0.00
**** BALANCE		37.79

5 37137 371  
Date: 05/23/18 Time: 06:15pm  
Amount: \$37.79  
\*\*\*\*\*0047  
APPROVED 02335D 02335D

Visa 37.79  
CHANGE 0.00

TOTAL NUMBER OF ITEMS SOLD = 8  
05/23/18 06:15pm 1 5 371 37137  
**Your cashier today is: Robin**

We want you to be happy with your purchase. If something's amiss, let us know: we'll make sure you're taken care of. Items in excess of \$25 may require proof of purchase.

Hmblm

STARBUCKS Store #415  
4735 SW 77th Avenue  
Portland, OR (503) 291-7191

CHK 711652  
05/23/2018 06:26 PM  
2127320 Drawer: 2 Reg: 1

Coffee Traveler	16.95
Coffee Traveler	16.95
Reload Card	40.00
Visa	40.00
XXXXXXXXXXXX0047	
Sbux Card	33.90
XXXXXXXXXXXX2812	
Subtotal	\$73.90
Total	\$73.90
<b>Change Due</b>	<b>\$0.00</b>

----- Check Closed -----  
05/23/2018 06:26 PM

SBUX Card x2812 New Balance: 17.66  
Card is registered.

Join our loyalty program  
Starbucks Rewards®  
Sign up for promotional emails  
Visit [Starbucks.com/rewards](http://Starbucks.com/rewards)  
Or download our app  
At participating stores  
Some restrictions apply



Expenses for materials... Elizabeth Rocchia.....May 22, 2018

Willamette Heritage Center and Chehalem Cultural Center:

Salem Printing and Blueprint...prints and mounting	87.50
“ “ “ map enlargement	11.20
Ted's vintage maps	40.94
Michael's ...black poster board	19.35
Columbia Drafting.....foam core, paper	22.35
“ “ colored pens, rice paper	24.37
Office Depot ....black foam core	22.98
Fed Ex copies of 50 map handouts	8.00
“ map of Salem enlargement	2.25

TOTAL

-----  
238.94

Elizabeth Rocchia  
957 Willamette Falls Drive  
West Linn OR 97068

Hours involved in CCC exhibit: Herbert Hoover's Oregon Boyhood

planning, drawing, mounting, shopping, printing, etc  
over 4 weeks (see below)

appx: 24 hours

trips from West Linn to Newberg 40mins each way  
80 minutes plus 90 mins visit = 170 mins x 7 trips =

appx: 19 hours

record of expenses attached

\$236.94

list of exhibit items provided attached

dates and work performed:

April 2018

travel and visits to Salem Blueprint and Printing  
prepping fishing poles, artwork for panels

appx 4 hours

ordering, drawing for Newberg and Salem maps

appx 6 hours

April 12 trip to SB&P printers

April 23 picked up, mounted Newberg and Salem panels

May 23 prepped printed map flyers for exhibit

May 28 installed CCC exhibit

May 29 introduced exhibit to Newberg Historic society

June 8 checked condition of exhibit at CCC

June 28 repaired map in exhibit at CCC

July 11 repaired map yet again!

August 6 packed up exhibit

*53 hours*

Susan Bodin Portland OR

2/27/2018	2 1/2 hours	in Newberg, meeting with Carissa Smith-Burkett at Chehalem Cultural Center
3/30/2018	3 hours	to Salem to the Willamette Heritage Center to evaluate the space requirements of the HMHM exhibit and to determine how the elements would fit in the allotted area at the CCC.
4/08/2018	2 hours	in Portland, planning and composing text for CCC exhibit
4/09/2018	2 hours	in Portland, at Oswego Blue Print to be advised what copy and printing options would be available
4/23/2018	3 hours	to Salem to take down WHC exhibit and transfer elements to Portland
5/28/2018	3 1/2 hours	in Newberg, installation of exhibit at CCC
5/29/2018	3 1/2 hours	in Newberg, presentation and tour of exhibit for Newberg Area Historical Society
6/01/2018	3 hours	in Newberg, checked on exhibit and added wall text, visited with fellow exhibitors at CCC First Friday reception
6/13/2018	4 hours	in Newberg, conducted tour of exhibit for several Colonial Dames
7/26/2018	2 hours	in Newberg, conferred with Carissa about how exhibit was holding up
8/06/2018	2 hours	in Newberg, took down and packed up exhibit.

Driving time Portland to Newberg, round-trip, is recorded as 1 1/2 hours and Portland to Salem is 2 hours round-trip.

30.5

From: Carissa Burkett

carissa@chehalemculturalcenter.org

Subject: Re: TLT Grant Report

Date: Aug 7, 2018 at 11:10:16 AM

To: Sarah B. Munro sarahmunro@comcast.net

Hi Sarah,

Here are some estimated hours of help for you:

May 28: 9-1 install exhibition

June 1: 5-8 reception

Over the course of the exhibit: 3 hours of maintenance

Aug 6: 1 hour de-install

Carissa Smith-Burkett, MFA

Arts & Public Programming  
Chehalem Cultural Center

<http://www.chehalemculturalcenter.org/>



The **Chehalem Cultural Center** celebrates the arts, community, education, and heritage. Our mission is to inspire and enrich lives by connecting community and culture.

**Coming soon to the CCC**

- Art Harvest Studio Tours Exhibition Aug 14, 2018 – Oct 20, 2018
- Latin American Heritage Month Events October 5- November 2