



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
AUGUST 1, 2018, 4:00 PM
NEWBERG CITY HALL, 414 E FIRST STREET**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF MINUTES – JULY 9, 2018**
- IV. MINUTES OF THE MARKETING SUBCOMMITTEE – JUNE 18, 2018**
- V. PUBLIC COMMENTS**
- VI. MARKETING PROPOSAL**
- VII. STATUS OF DESTINATION DEVELOPMENT-MARKETING GRANTS**
- VIII. WAKE UP IN WINE COUNTRY PROGRAM**
- IX. TLT MEMBER UPDATES**
- X. NEXT MEETING SEPTEMBER 5, 2018**
- XI. 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
July 9, 2018, 4:00 PM
Permit Center Conference Room, Newberg City Hall
414 E First Street

Chair Lewis called the meeting to order at 4:04 p.m.

ROLL CALL

Members Present:	Dennis Lewis, Chair	Sheila Nicholas, Vice Chair (4:26)
	Megan Carda (4:15)	Brian Love
	Rob Felton	Loni Parrish
	Robert Griffin	Lori Louis
	Kyle M. Lattimer	Robert Griffin
	Mayor Andrews, Ex Officio (4:16)	Joe Hannan, Ex Officio (4:40)

Members Absent: Jessica Bagley

Staff Present: Doug Rux, Community Development Director

Guests Present: Carr Biggerstaff
Shannon Buckmaster

APPROVAL OF MINUTES

Changes noted on June 6, 2018 TLT Minutes.

MOTION: Ashley Lippard/Brian Love moved to approve the June 6, 2018 TLT meeting Minutes with noted changes. The motion carried (8Yes/ 0 No).

PUBLIC COMMENTS:

Member Griffin provide comments on the Rally Kart grant and CDD Rux gave an update on the grant application.

Member Griffin inquired on the Wolves & People trail, if it had been constructed and is there data on the before and after attendance.

Member Griffin commented on the Old Fashioned Festival and the need to take information to the community to get involvement and input. He suggested posters be placed in his clients windows on the activity.

Member Lippard noted that it takes time to put together posters.

Member Parrish noted it is not the role of the TLT Committee to distribute material. Member Parrish left the meeting at 5:05 pm.



MARKETING SUBCOMMITTEE – MARKETING PROPOSAL:

The Committee went through the process of line by line reviewing the draft job description making changes by deleting and adding text. Staff captured all of the changes and will produce a new document that will be reviewed by the Marketing Subcommittee.

The Committee reviewed the Visit Newberg TLT Business Plan and worked through the first paragraph adding or deleting text. The Committee was ok with the language in the Mission Statement. Questions were raised about the Marketing Model with general comments from Members Griffin and Felton.

MOTION: Ashley Lippard/Brian Love moved to approve the job description and Visit Newberg TLT Business Plan. The motion carried (7 Yes/ 1 No - Griffin).

STATUS OF DESTINATION DEVELOPMENT – MARKETING GRANTS

This portion of the agenda was not discussed.

TLT MEMBER UPDATES

None.

NEXT MEETING: July 9, 2018 4:00pm

ADJOURNMENT:

Meeting adjourned at 6:01pm

Approved by the Newberg Transient Lodging Tax Ad-Hoc Committee this August 1, 2018.

Dennis Lewis, TLT Ad-Hoc Committee Chair

Doug Rux, Community Development Director

**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
June 18, 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 (8:40 am) Lori Louis

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

Approval of the minutes of May 21, 2018.

MOTION: Lewis/Louis moved to approve the May 21, 2018 meeting minutes. The motion carried 3 Yes/ 0 No).

PUBLIC COMMENTS:

None.

TOURISM MARKETING ACTIVITIES – SUBCOMMITTEE PROPOSAL

Chair Felton asked CDD Rux to recap what the City Council is looking for.

CDD Rux set the framework from the City Council Work Session and reminded the Subcommittee that they do not need to be exact in their proposal back to the City Council but need to establish the framework for a proposal.

Member Lewis inquired about who is asking about holding back some funds and not all of it going to marketing.

CDD Rux shared there are members who are questioning if some funds should be held in reserve or used for Small Grants. Should the entire approximately \$280K be used for marketing or should some, maybe \$30K be set aside.

Member Lewis indicated he thought that issue was resolved.

Member Louis noted to use all of the funds for marketing.

Chair Felton inquired on what the Executive Director salary should be.

Member Lewis indicated the range of \$60K - \$70K.

Member Louis indicated that a support person is not necessary.

Member Nicholas noted that a support person for the Director is necessary.

Chair Felton noted that he was hesitant on a support staff person.

CDD Rux suggested picking which option (Chamber/Newberg Downtown Coalition/City) space location as it affects the .5 FTE position.

Member Nicholas identified going with the Chamber option for a year and then evaluate.

Member Louis indicated she agreed with Member Nicholas.

Member Lewis noted you need someone to do the daily tasks and they need to be detail oriented.

Member Louis indicated the marketing person could contract out for web services and other services. Visit McMinnville has also more dollars available than Newberg.

Chair Felton noted that if you start at the Chamber you have some support staff. If at Newberg Downtown Coalition have no staff support. The hope is the marketing person has a skill set to be hands on and down in the weeds Assumes outsourcing some of the media components like creative content person.

Member Nicholas asked if support staff can be under all remaining as an alternative.

Chair Felton noted if you go with the Chamber you have support staff.

Member Louis suggested listing support staff as an alternative.

Chair Felton recapped a salary of \$60K with \$20K for benefits. That leaves \$160K for general marketing. He thinks office space is part of the Chamber \$40K.

Member Louis inquired if we should be thinking about it in a broader context for the Director position.

Chair Felton provided another recap of \$60K - \$70K for salary, \$20K for benefits, move the website from the Chamber, start-up costs of \$6K, \$0 for office space (part of Chamber), Office supplies/travel/entertainment of \$8K, and balance of funds for marketing.

Member Nicholas noted that budgeting needs to be in the job description.

Chair Felton reviewed the Mission Statement and the word "sales" in the Statement. General discussion occurred with consensus to leave in the word "sales".

Member Lewis noted he put in the word "sales" based on Chair Felton's request.

Chair Felton referred to the job description.

Member Nicholas noted it needs to include reference to budgeting.

Chair Felton inquired if City Council will appoint the Board.

CDD Rux indicated the City Council would appoint the Board and there would be an application process.

Member Lewis asked if there were any additional groups to add for consideration.

Member Nicholas asked if it should be noted that the marketing person assists groups in writing grants.

Member Lewis shared that the intent is to write marketing grants.

CDD Rux was asked to send Chair Felton a word version of the documents.

Chair Felton noted he did not want to go down the Dundee path with City Council.

Member Lewis indicated he wants to bring Dundee in early for leverage opportunity and that Dundee is our #1 partner.

Chair Felton asked when CDD Rux needs information by.

CDD Rux noted he would need any comments or documents by June 27th or 28th.

Chair Felton indicated he would send out to the group revisions for comments.

Chair Felton noted DNA Media is doing a report to Travel Oregon on the Rain or Shine program. DNA is interested in doing other work in Newberg.

Chair Felton inquired about the video work.

CDD Rux shared the contract was signed, the Peterson's are getting video and still shots and that the work was to be done by the end of June.

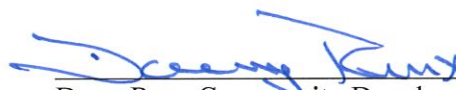
CDD Rux noted that the tentative date to take a proposal to City Council is August 20th.

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

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 16th day of July, 2018.



Rob Felton
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director

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

Didn't we agree to use the WVVA job description? Why do we have an abbreviated version. If we keep it the following feels a bit too detailed for this document "Knowledge of standard office practices and procedures, office record keeping and recording, and office machines"

SAMPLE JOB DESCRIPTION ~~(from the Willamette Valley Visitor's Association)~~

7/10/18 (Revised)

Position Title: ~~Executive Director of Visit Newberg~~ Tourism Coordinator

Formatted: Font: Bold

Supervisors: ~~Visit Newberg Board of Directors CEO, Chehalis Valley Chamber of Commerce & TLT Ad Hoc Committee Representative~~

Formatted: Font: Bold

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

Formatted: Font: Bold

General Statement of Duties:

Formatted: Font: Bold

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:

Formatted: Indent: Left: 0.25"

- 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 ~~p~~lan in collaboration with Newberg Transient Lodging Tax Ad Hoc Committee
- Facilitate the development of a master brand for Newberg
- Develop and maintain a website the Newberg Visitors Bureau Website and coordinate a local Calendar of Events
- Manage online advertising campaigns and social media ~~(FB, Instagram, Twitter)~~
- Manage Familiarization Tours ~~(FAMs)~~ with Media and members of the Travel Trade
- Provide reports as required by the Board of Directors and City Council monthly and annual reports for Chamber BOD, Newberg Tourism Ad Hoc Committee and Newberg City Council
- Conduct and analyze area tourist surveys
- Develop strong working relationship with key personnel ~~from~~erm all lodging, meeting and convention facilities. Maintain a well-informed working knowledge of all lodging hotels attractions and services available in the area
- Coordinate and collaborate with local Newberg events and activityies 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 for approval of supervisor for events and activities and respond in a timely fashion to negative press
- Manage public relations
- Represent Newberg's interests s as appropriate with local, state and federal organizations associated with tourism

Formatted: Indent: Left: 0.25"

Formatted: List Paragraph, Indent: Left: 0.25", Bulleted + Level: 1 + Aligned at: 0.5" + Indent at: 0.75"

Formatted: Indent: Left: 0.25"

Formatted: Indent: Left: 0.25", Hanging: 0.25"

Formatted: Indent: Hanging: 0.25"

Formatted: Indent: Left: 0.25"

Formatted: Indent: Hanging: 0.25"

Formatted: Indent: Left: 0.25"

Formatted: Indent: Hanging: 0.25"

Formatted: Indent: Left: 0.25"

Formatted: Indent: Hanging: 0.25"

Formatted: List Paragraph, Indent: Left: 0.25", Bulleted + Level: 1 + Aligned at: 0.5" + Indent at: 0.75"

Formatted: Indent: Hanging: 0.25"

- 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 ~~to keep abreast of new strategies and marketing techniques available to destination marketing organizations volunteer and full-time staff~~
- 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

Formatted: List Paragraph, Indent: Left: 0.25", Bulleted + Level: 1 + Aligned at: 0.5" + Indent at: 0.75"

Education:

Formatted: Font: Bold

- Bachelor degree in Marketing or related field, or equivalent experience

Formatted: Font: Bold

Minimum Tourism Skills and Experience ~~Desired~~Required:

Formatted: Indent: First line: 0"

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

Formatted: Font: Bold

- ~~Considerable~~ Kknowledge of the tourism industry ~~including tour operations, meeting/convention planners, and FIT (Free Independent Traveler) markets~~
- Working knowledge of ~~the principles of~~ volunteer management ~~and strategic planning~~
- Strategic planning
- Strong communication and public relations skills ~~coupled with the ability to influence others in a positive manner~~
- ~~Knowledge of publication layout, design and graphics as well as related~~ Eediting and writing skills
- Knowledge of Media Relations - public/community/news - accessible and open to all media
- Social media management experience ~~(FB, Instagram, Twitter)~~
- 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
- ~~Interested in people;~~ Possesses a positive self-image; ~~confident but not arrogant;~~ approachable; a team player; respects people; understands s the importance of first impressions

Formatted: Indent: Hanging: 0.25"

Formatted: Indent: Left: 0.25", Hanging: 0.25"

Formatted: List Paragraph, Indent: Left: 0.25", Bulleted + Level: 1 + Aligned at: 0.57" + Indent at: 0.82"

Formatted: Indent: Hanging: 0.25"

Formatted: Indent: Left: 0.25", Hanging: 0.25"

Formatted: Indent: Hanging: 0.25"

Formatted: Indent: Left: 0.25", Hanging: 0.25"

Additional Requirements:

Formatted: Indent: Hanging: 0.25"

- Possess a valid driver's license
- Knowledge of standard office practices and procedures, ~~office record keeping and recording, and office machines.~~
- ~~Calculator, typing/word processing, data entry skills for computer, and attention to detail.~~
- Computer skills
- ~~Good vision and hearing.~~
- Employee is required to be able to lift and/or move up to 45 pounds-

Formatted: Font: Bold

Formatted: Indent: Left: 0.25", Hanging: 0.25"

Formatted: Indent: Hanging: 0.25"

Formatted: Indent: Left: 0.25", Hanging: 0.25"

Formatted: List Paragraph, Indent: Left: 0.25", Bulleted + Level: 1 + Aligned at: 0.57" + Indent at: 0.82"

Formatted: Indent: Left: 0.25", Hanging: 0.25"

SAMPLE JOB DESCRIPTION

7/10/18 (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)

REVENUE	Low	High
TLT Revenue ¹	\$328,000	\$338,000
EXPENDITURES	Low	High
Personnel		
<i>Executive Director</i>	\$60,000	\$75,000
<i>Benefits²</i>	\$15,000	\$20,000
<i>Startup Costs³</i>	\$6,000	\$8,000
<i>Sub-Total</i>	\$81,000	\$103,000
Chamber Support Services		
<i>CVCC Overhead⁴</i>	\$24,000	\$24,000
<i>CVCC Staffing Support⁵</i>	\$12,000	\$24,000
<i>Sub-Total</i>	\$36,000	\$48,000
Destination Marketing ⁶	\$211,000	\$187,000
Grand Total	\$328,000	\$338,000

¹ 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.

- ² Benefits can range from 15% to 27%. For purposes of this estimate the low end considered 25% and high end 27%.
- ³ One time cost.
- ⁴ 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.
- ⁵ 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.
- ⁶ Includes destination marketing materials and programs, advertising, consultant services, travel, mileage, entertainment, conferences, FAM tours, SEO activities, conferences, etc.