



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
SEPTEMBER 6, 2017, 4:00 PM
NEWBERG CITY HALL 414 East First Street
Permit Center Conference Room**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF AUGUST 2, 2017 MINUTES**
- IV. JUNE 19, 2017 MARKETING SUBCOMMITTEE MINUTES**
- V. TLT COMMITTEE ROLES AND RESPONSIBILITIES**
- VI. UPDATE ON TLT SMALL GRANT PROGRAM (FY 2016-2017)**
- VII. UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM SOLICITATION**
- VIII. UPDATE ON THE TLT SMALL GRANT PROGRAM SOLICITATION (FY 2017-2018)**
- IX. MARKETING SUBCOMMITTEE UPDATE**
- X. TLT MEMBER UPDATES**
- XI. NEXT MEETING OCTOBER 4, 2017**
- 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
August 2, 2017 4:00 pm
Newberg City Hall, 414 East First Street
Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:03 p.m.

ROLL CALL:

Members Present: Dennis Lewis, Chair
Rob Felton
Kyle Lattimer
Lori Louis
Bob Andrews, Ex Officio
Sheila Nicholas
Ashley Lippard
Brian Love
Loni Parrish
Joe Hannan, Ex Officio

Absent: Patrick Johnson, Sheryl Kelsh (all excused), Jessica Bagley, Megan Carda and Ron Wolfe

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

Approval of the July 5, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Love/Lattimer to approve the Transient Lodging Tax Ad Hoc Committee minutes for July 5, 2017.
Motion carried (4 Yes/0 No/3 abstain).

UPDATE ON TLT SMALL GRANT PROGRAM (FY 2016-2017)

CDD Rux updated the Committee on the status of the contracts. Hoover-Minthorn House Museum signs are up and final report is due August 31. Newberg Old Fashioned Festival event was held and final report is due September 1. Yamhill Community Action Partnership (YCAP) progress report submitted and in review. Chehalem Cultural Center had no activities to report.

Member Love asked if a report on accomplishment of programs could be done such as information on web and Facebook. Possibly a picture of the Hoover-Minthorn House Museum sign.

Vice Chair Nicolas noted that promotions are underway for the YCAP Light the Fire event and downtown merchants are promoting.

Member Lippard shared that Light the Fire marketing is underway and they are marketing itineraries to attendees.



UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRAN PROGRAM SOLICITATION

CDD Rux noted that the application packet material was posted on the City web site on July 10, 2017 and closes on October 9, 2017. Notice was also sent to the Chehalem Cultural Center, Hoover-Minthorn House Museum, Anvil Academy, Cameo Theater and a party interested in hotel development.

UPDATE ON TLT SMALL GRANT PROGRAM (FY 2017-2018)

CDD Rux shared that the grant solicitation material goes to the City Council on August 7. Solicitation is anticipated to start on August 18 and close on October 2, 2017. The November 1, 2017 TLT Committee meeting will be for presentations by grant applicants and the Committee will meet on December 6, 2017 to score the applications and develop a recommendation to the City Council.

MARKETING SUBCOMMITTEE UPDATE

Member Lippard noted the next Subcommittee meeting will be on August 14 due to the eclipse event on August 21. She is working on a scope of work for the video activities and that it would include four videos (B-roll) and still pictures.

Member Louis indicated Willamette Valley Visitor Association is doing a video and that Newberg will be a part of that process.

FY 2017-2018 BUDGET

CDD Rux reviewed the budget sheet in the packet highlighting the funds available for FY 2017-2018. He also noted that there would be additional funds available because all of the funds were not expended for marketing and fundraising in FY 2016-2017 and that there could be an additional \$90,000 to include through a Supplemental Budget. More information will be provided at future meetings.

TLT MEMBER UDPATES

Member Parrish inquired if Chehalem Park and Recreation District could apply for grant dollars for the Bypass trail.

Ex Officio Hannan noted that for Crater Park the Chehalem Park and Recreation District may ask for funds for lighting as the facility attracts visitors for tournaments from outside Newberg.

TOURISM INFORMATION SESSION

Member Louis indicated the Tourism Information Session idea is dead as people were not interested. The TLT Ad Hoc Committee got the grant program set up and running and the Marketing Subcommittee is working forward. The Committee should discuss what we want to do for tourism.

Chair Lewis inquired how do we get projects that are important out to the community.

Member Louis indicated being proactive. She supports bringing hotel operators to the community and making Newberg a better location. She is looking for the TLT Ad Hoc Committee to help promote Newberg.



Member Parrish thought the Committee would be more creative in its activities.

Member Louis indicated she would like to have a tourism specialist on board and needing someone who can get out there and do things based on TLT Committee direction. We should have ads in different publications for example in McMinnville, Tualatin Valley.

Member Parrish inquired if the Chamber is doing the ad activity.

Member Lippard asked if promoting tourism via the Chamber or promoting Newberg is the focus.

Chair Lewis asked if the Chamber has staff to do marketing.

CDD Rux indicated he would send out the Chamber Destination Marketing Plan report that was recently shared with the City Council.

Ex Officio Hannan clarified that the Chamber has a contract with the City and has certain activities to accomplish.

Member Lattimer noted that McMinnville has three people working on tourism.

Member Love noted the TLT group does not like the Chamber and if this is the case they need to put their cards on the table.

Member Lippard stated that there are many brands out there and that the Chamber has their brand.

Member Parrish noted she would like to have someone from the TLT Committee work with the Chamber when it prepares its yearly program.

Member Lippard indicated branding needs to come from one source and we need to figure out who is doing what. The Chamber is paid to do tourism and the TLT Committee is volunteer.

Member Louis noted FAMs need someone to focus on that activity.

Member Felton noted he has seen the Chamber report.

Member Lippard inquired why Brews and BBQ is not a tourism event.

Member Love stated that a lot of tourism is out at wineries. We need new events.

Member Lattimer noted the Committee needs to have a discussion about new events.

CDD Rux shared the City IT help line number for those that need assistance accessing their email account or connecting to member cell phones. He also stated he would not be at the September meeting but would have one of his staff attend in his place.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:24 p.m.



Approved by the Transient Lodging Tax Ad Hoc Committee this 6th day of September, 2017.

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director

**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
June 19, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Chair Ashley Lippard at 8:40 a.m.

ROLL CALL:

Members Present:	Ashley Lippard	Dennis Lewis
	Sheila Nicholas	Sheryl Kelsh
	Kyle Lattimer	Rob Felton

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

Approval of the April 17, 2017 TLT Ad Hoc Committee Marketing Subcommittee Minutes.

<p>MOTION: Nicholas/Kelsh to approve the Marketing Subcommittee minutes for April 17, 2017. Motion carried (6 Yes/0 No).</p>

TOURISM MARKETING MATERIAL:

Chair Lippard noted that she had received examples of work product from the George Fox University students along with a cost estimate for doing the video work. She noted the intent was to do a long video of 1 – 1½ minutes and several short videos for marketing purposes possible focusing on culinary and wine.

The subcommittee conducted a brainstorming session identifying places that video and still photos could be taken. These included: Allison Inn & Spa, Cameo Theater, Champoeg State Park, George Fox University, Chehalem Mountains, restaurants, farmers market, 1st Friday, Tunes on Tuesday, Wolves & People, Newberg Old Fashioned Festival fireworks, Vista Balloons, Precision Helicopter, Willamette River (boats and kayaks), Drive In Theater, restaurants high end and Jac's, restaurants (chefs I kitchens, flag pole city entrance signs, old houses around George Fox University, Hoover-Minthorn House, Chehalem Glenn Golf Course and paths, George Fox University sporting events.

Member Felton inquired if sporting events are a correct focus.

Member Lattimer asked what is the message and noted examples of McMinnville and Dundee Hills AVA.

Chair Lippard question what is Newberg's niche.

Member Lewis asked what VRBO do we have with a vineyard. Member Nicholas noted Chehalem Ridge.

Chair Lippard indicated the message needed to be happy and fun and it is about the visitor and not the landscape.

Member Kelsh noted that the Allison is reaching the Luxury travelers so should we be focusing on two of the 3 remaining targets in the Tourism Plan.

Chair Lippard noted our focus could be outdoor adventures. McMinnville is already reaching the Millennials.

Member Lattimer indicated McMinnville has more breweries and restaurants than Newberg.

Member Chair Lippard indicated that trails are more aspirational, we are not like Bend.

Member Kelsh note that we need to be out of the ordinary. She is focusing on Boomers and Millennials in her marketing efforts.

Member Lattimer suggested a connection to farmers would bring more attention nationally. Chair Lippard suggested a Farm to Table concept or an agri-tourism approach.

Member Felton stated that he operated a VRBO and people came for wine. Could we piggy back on Dundee with Newberg the location for services.

Member Lewis suggested art and leisure or wine and leisure as an approach.

Member Kelsh outlined the Willamette Valley Visitors Association (WVVA) wine plus history and wine plus adventure concept. We should be piggy backing on WVVA and Travel Oregon for leverage of messaging.

Chair Lippard indicated McMinnville is promoting their downtown, Dundee is not marketing but relying more on the prestige of their wineries.

Member Lattimer discussed the grit of farming community playing off the Doers and Makers with Chair Lippard noting the idea of gravel roads to small tasting rooms as something unique.

Member Lewis indicated Newberg is a recognized Main Street with Member Kelsh noting that Dayton, McMinnville and Carlton are also recognized Main Streets.

Member Lewis asked if Camp Tillikum should be taken advantage of as an outdoor recreation opportunity. He also noted that Newberg should be the hub to go out and do activities citing his experiences in Italy.

Member Kelsh asked the Subcommittee if we need to tell the story. Member Nicholas suggested that a brewer, wine maker and chef could be the way to tell the story.

Member Lewis reminded the Subcommittee to think about the traveler. We need a calendar of events and activities. Member Kelsh share what the Chehalem Valley Chamber of Commerce has for an events calendar.

Chair Lippard suggested a long video version focusing on Doers and Makers. She also noted that travelers are not coming for Tunes on Tuesday, it is an activity that travelers can attend while visiting Newberg.


Chair Lippard noted that Stephanie and Lori Peterson are the two George Fox University students. She distributed a cost estimate that showed the videos would cost approximately \$4,600. CDD Rux indicated he

would talk with the City Finance Department about contracting and the possibility of the funds going to the Chamber who could contract with the students.

Member Lewis raised the question about multigenerational wine making families and is that a possibility.

ADJOURNMENT: Chair Lippard adjourned the meeting at 9:50 a.m.

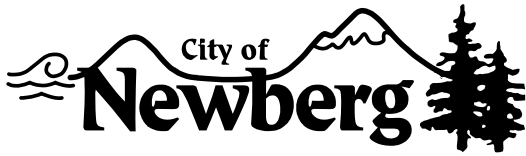
Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17th day of July, 2017.



Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director



Community Development Department

P.O. Box 970 ▪ 414 E First Street ▪ Newberg, Oregon 97132
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MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee

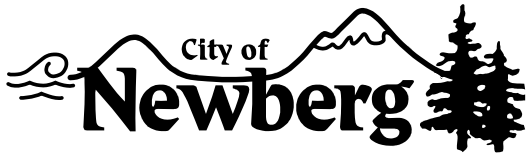
FROM: Doug Rux, Community Development Director

SUBJECT: Transient Lodging Tax Purpose and Responsibilities

Based on the conversation held at the August 2, 2017 Transient Lodging Tax Ad Hoc Committee meeting activities of the Committee I wanted to remind all members of the following based on the City Council direction on October 17, 2016 and December 5, 2016.

The structure, purpose and responsibilities of the Ad Hoc committee are as follows:

1. An Ad Hoc Committee be established by the City Council that would operate for no less than two years and no more than four years.
2. The Ad Hoc Committee consist of not more than 13 members drawing from members of the TLT Advisory Group plus a person representing Airbnb/VRBO's, a City Council member, a general at-large citizen and Ex Officio members of the Mayor and City Manager.
3. The Ad Hoc Committee would be staffed by existing city staff.
4. The Ad Hoc Committee's role would be to solicit for tourism related facility projects, review proposals and make recommendations to the City Council.
5. The City Council would make the decision on what tourism related facility projects get funded.
6. The Ad Hoc Committee would make recommendations on the small grant program to the City Council.
7. During the two year and not more than four 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.
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.
9. Funds be allocated for a consultant to conduct an assessment of exiting marketing material and provide recommendations for updating or modifying marketing material.



Community Development Department

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MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee
FROM: Doug Rux, Community Development Director
SUBJECT: Transient Lodging Tax Small Grant Program FY 2016-2017

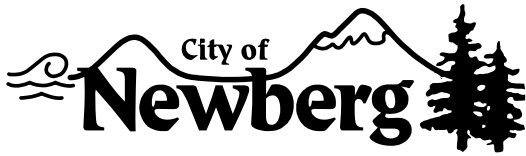
Hoover-Minthorn House Museum signs are up and final report is due August 31.

Newberg Old Fashioned Festival final report is due September 1.

Yamhill Community Action Partnership (YCAP) progress report submitted. A communication was sent back on including required language on promotional material that "This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg."

Chehalem Cultural Center had no activities to report.

Staff is working on promotional material on successes of the grant program with the City's Community Engagement Officer. This will include information on the City web site and Facebook. The approach will be a rollout of information as events are completed.



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MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee

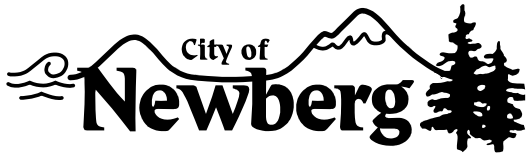
FROM: Doug Rux, Community Development Director

SUBJECT: Transient Lodging Tax Destination Development-Marketing Grant Program

Application packet material was posted on the City web site on July 10, 2017 and closes on October 9, 2017. Notice was also sent to the Chehalem Cultural Center, Hoover-Minthorn House Museum, Anvil Academy, Cameo Theater and a party interested in hotel development.

The Community Engagement Officer made revisions to the City website for the grant solicitation material to make it easier to locate and access.

Presentations by applicants will occur on November 1, 2017 at the regularly scheduled TLT Ad Hoc Committee meeting. The TLT Ad Hoc Committee score applications and develop of a recommendation to the City Council on December 6, 2017.



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MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee

FROM: Doug Rux, Community Development Director

SUBJECT: Transient Lodging Tax Small Grant Program FY 2017-2018

The TLT Small Grant solicitation started on August 18, 2017 and will run until October 2, 2017. Material is posted on the City web site and has been shared with the Newberg Graphic. Prior year grant recipients were notified of the solicitation as well organizations which had expressed an interest but did not apply in FY 2016-2017.

Presentations by applicants will occur on November 1, 2017 at the regularly scheduled TLT Ad Hoc Committee meeting. The TLT Ad Hoc Committee score applications and develop of a recommendation to the City Council on December 6, 2017.