



**TRANSIENT LODGING TAX AD HOC COMMITTEE  
MARKETING SUBCOMMITTEE AGENDA  
JANUARY 28, 8:30 AM  
NEWBERG CITY HALL  
414 E First Street**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF DECEMBER 17, 2018 MINUTES**
- IV. PUBLIC COMMENT**
- V. VISIT NEWBERG – TOURISM ORGANIZATION – START-UP COSTS**
- VI. NEXT MARKETING SUBCOMMITTEE MEETING – TBD**
- VII. 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.*





### Board Recommendation

Member Lewis questioned if Christian DeBenedetti should be inserted for Robert Griffin.

Member Nicholas inquired if individuals on the list of names had been contacted to see if they want to be on the Board.

Member Lewis inquired how substitutions or modifications could be made to the recommended Board membership

Chair Felton suggested may all twelve of the names go to the Visit Newberg Board for consideration and vote by a secret ballot for the none members. There was a general discussion about attendance at the TLT AD Hoc Committee meetings.

Member Yarnell-Hollamon inquired if she could make substitutions of names at City Council.

Member Lewis noted the Mr. Griffin lives in McMinnville, meeting attendance and being up to speed. Mr. DeBenidetti has national marketing experience and owns a local brewery.

CDD Rux indicated the City Council may be asked to add the City Manager as an Ex Officio member to the Board.

Member Nicholas inquired who does the recruitment for the Executive Director.

Member Lewis noted that a head hunter assistance would be required and would be part of the Visit Newberg budget. He also asked if people had received the letter from Mr. Bridges on conflict of interest for the Visit Newberg Board.

### **WILLAMETTE VALLEY VISITOR ASSOCIATION (WVVA)**

Chair Felton raised the issue of asking the City Council to authorize expending \$20,000 to support the WVVA grant that Dundee was awarded. It is similar to the Travel Oregon grant applied for that was not awarded. Dundee will do the creative development and Newberg the marketing.

### **NEXT MARKETING SUBCOMMITTEE MEETING**

Tentative for January 28, 2019 based on the decision of the City Council on December 17, 2018.

The next full meeting of the TLT Ad Hoc Committee is scheduled for January 2, 2019 at 4 p.m.

### **ADJOURNMENT**

Chair Felton adjourned the meeting at 9:20 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 28<sup>th</sup> day of January, 2019.**



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Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

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Doug Rux, Community Development Director

	Start up Estimate/6 months	8/1/2018	
		Low/YR	High/YR
<b>Recruitment Services</b>	\$ 2,500.00		
<b>General Administration</b>			
Start-up costs		\$ 6,000.00	\$ 8,000.00
Executive Director Salary		\$ 60,000.00	\$ 75,000.00
Executive Director Benefits		\$ 15,000.00	\$ 20,000.00
Payroll Taxes			
Travel Expenses/Entertainment			\$ 8,000.00
Business Cards	\$ 120.00		
Office Space Lease			
Computer purchase and set up with Chamber network	\$ 2,100.00		
Office Phone			
Desk			
Chair			
Laptop			
Cell Phone			
Cell Phone Service			
File Cabinet			
Office Supplies			
Miscellaneous			
Bank Services			
Organization Memberships			
Education/Training/Conferences			
Professional Fees (Legal Accounting)			
Entertainment			
Travel Expenses			
Milage reimbursement			
Dues & Subscriptions			
<b>Marketing Expenses</b>			