



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE AGENDA
OCTOBER 16, 2017, 8:30 AM
NEWBERG CITY HALL 414 East First Street
Permit Center Conference Room**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF AUGUST 14, 2017 AND SEPTEMBER 18, 2017 MINUTES**
- IV. CHEHELAM VALLEY CHAMBER OF COMMERCE PRESENTATION ON TOURISM MARKETING ACTIVITIES**
- V. TOURISM MARKETING MATERIAL**
- VI. NEXT MARKETING SUBCOMMITTEE MEETING – November 20, 2017**
- 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.



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
August 14, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Chair Ashley Lippard at 8:33 a.m.

ROLL CALL:

Members Present:	Ashley Lippard, Chair	Rob Felton, Vice Chair
	Sheila Nicholas	Sheryl Kelsh (arrived 8:40)
	Jessica Bagley	Dennis Lewis

Staff Present: Doug Rux, Community Development Director

Guests: Mike Ragsdale

APPROVAL OF MINUTES

Approval of the June 19, 2017 TLT Ad Hoc Committee Marketing Subcommittee Minutes.

<p>MOTION: Lippard/Bagley to approve the Marketing Subcommittee minutes for June 19, 2017. Motion carried (5 Yes/0 No).</p>
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TOURISM MARKETING MATERIAL:

Chair Lippard opened the discussion on the scope of work for the tourism videos to be prepared. She is working on the scope and will send it to CDD Rux for review. The question was asked if the videos should be snippets or three focus areas. Videos would include B-roll footage. There was a general group discussion on what are the top ten draws that bring people in for tourism that still photos and video may be taken at.

Historic – Ewing Young (Newberg was the first provision government location), Hoover-Minthorn House Museum, Historic homes (self-guided tour), Champoeg Park.

Wine – Equestrian win tours, Chehalem Tasting Room (back room), Archer Vineyards (view), Chehalem Ridge, A to Z/Rex Hill Vineyards, Ribbon Ridge, Brick House, Beckham Vineyard.

Food – Painted Lady, Recipe

Beer – Wolves & People

Makers/Artists – Chehalem Cultural Center

Adventure – Vista Balloons, Precision Helicopters, biking, boating.



Allison Inn & Spa

Events (attract beyond 50 miles) – Truffle Festival, Camellia Festival, Lavender Festival, Bounty of County (Sokol Blosser)

Vice Chair Felton indicated wine should be the focus, 70% - 80% of the focus.

Chair Lippard indicated Makers are tied to wine, beer and food.

Vice Chair Felton indicated videos had to be on social media and shots of beauty of the area would not hurt.

Chair Lippard indicated the long video would be about 1 minute and there would also be short videos. The group should pick two wineries and two restaurants.

Member Lewis noted the hub and spoke concept. Tourist stay in Newberg and travel out to locations. He suggested shots inside winery facilities the shots outside from vistas. An example for restaurants was the Painted Lady of photo shots from the outside and then the inside watch the chef cook.

Member Nicholas suggested a shot of all the bottles of wine from the area with ten bottles at a time.

There was a general discussion about photo and video shots in the Downtown area which included: Barley & Vine, the nine tasting rooms, Jac's Deli, Jem 100, Ruddick-Wood, Valley Wine Merchant and Tunes on Tuesday.

Chair Lippard suggested giving the consultant places to go and let them pick the photo and video shots. The Committee needs to have our demographics covered. She suggested to not micro manage the consultant and inquired if the consultant should attend the next meeting.

Member Kelsh noted that she get inquiries for B-roll footage so we need to make sure we get that product because we currently do not have any.

Member Lewis indicated that the Committee needs to have daily activities in the concept of five to six activities that are strung together.

Chair Lippard suggested the concept of Newberg by the numbers.

Mr. Ragsdale suggested Pulp & Circumstance and T's Antiques as two locations to possible get phot shots.

Member Nicholas suggested Newberg Bakery.

Vice Chair Felton suggested the 99W Drive-In Theater and the Cameo Theater.

Chair Lippard inquired what does the Committee want to do with the videos once they are completed. The web site needs to be fixed and a new URL is needed. She suggested band aid fixes to show Newberg, Newberg Downtown Coalition, Merchant Group logos as temporary fix. Should the end of the video have a hand drawn "Newberg".

Member Nicholas shared a McMinnville biking and walking tour card.



Mr. Ragsdale noted the new bike shop is open in Newberg. He also indicated there is a camellia tour map but has not seen it.

ADJOURNMENT: Chair Lippard adjourned the meeting at 9:33 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 16th day of October, 2017.

Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
September 18, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Chair Ashley Lippard at 8:30 a.m.

ROLL CALL:

Members Present:	Ashley Lippard, Chair	Rob Felton, Vice Chair
	Sheila Nicholas	Sheryl Kelsh
	Jessica Bagley	Dennis Lewis
	Kyle Lattimer	

Staff Present:

Guests:

TOURISM MARKETING MATERIAL:

Chair Lippard opened the discussion and passed out a refined list of possible shot locations for the video and photos. Looking for sites that would reflect a contrast between New & Hip verses established. Stephanie and Laurie Peterson were introduced. They are the George Fox University students that will be producing the videos. It is unknown how many videos will be produced but probably two or three from 15 seconds to no more than a minute.

The Marketing Subcommittee discussed the best use of videos including social media, online, distribution to media, and distribution to local tourism partners to post on their websites. The Subcommittee also discussed that the target market audience is 50+ miles from Newberg. The discussion additional included three concepts for the videos of by the numbers, Doers and Makers, and the typical all the things you can do video. The Subcommittee identified the concept of Doers and Makers as the theme.

There was a general discussion of the shot list with committee members assigned to contact.

1. Brickhouse Winery – Member Nicholas
2. The Painted Lady – Member Bagley
3. Ruddick/Wood – Member Lattimer
4. Vista Balloons – Member Kelsh
5. The Allison Inn & Spa – Member Kelsh
6. AN Artist – Chair Lippard will contact Loni Parrish. Possible Romona Younquist could be the artist.
7. Chehalem Cultural Center – Member Lewis
8. Wolves & People – Member Lattimer
9. JK Carrier Winery – Member Nicholas
10. Chehalem Ridge Bed & Breakfast – Member Nicholas
11. Adventure Shot – Dewey Neilsen – Member Lattimer or Chair Lippard will contact.



Laurie and Stephanie Peterson will start filming once a contract is signed.

The Subcommittee discussed the possibility of Laurie and Stephanie Peterson shooting some extra video at the same time for a short (15 second) “Shop Local” themed video that could be used by the Shop Local committee. Laurie and Stephanie Peterson will provide separate quote for this to the Chehalem Valley Chamber of Commerce. This expense is probably not eligible for TLT dollars because the target market is locals.

The Subcommittee discussed the need to hire a Tourism Coordinator to drive the marketing programs and that it has been difficult for the volunteer committee to get tasks completed.

ADJOURNMENT: Chair Lippard adjourned the meeting at 10:00 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 16th day of October, 2017.

Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director