



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE AGENDA
MARCH 16, 2017, 8:30 AM
CHEHALEM VALLEY CHAMBER OF COMMERCE
2119 Portland Road**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF FEBRUARY 16, 2017 MINUTES**
- IV. TOURISM MARKETING MATERIAL**
- V. NEXT MARKETING SUBCOMMITTEE MEETING - TBD**
- VI. ADJOURNMENT**

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**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
February 16, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Dennis Lewis at 8:30 a.m.

ROLL CALL:

Members Present:	Dennis Lewis	Sheila Nicholas
	Jessica Bagley	Megan Carda
	Rob Felton	Sheryl Kelsh
	Kyle Lattimer	Ashley Lippard
	Lori Louis	Loni Parrish

Staff Present: Doug Rux, Community Development Director

Guests: Liz Colman

ELECTION OF CHAIR AND VICE CHAIR:

Member Lewis set the stage on the process of for election of a Chair and Vice Chair for the Marketing Subcommittee. Member Nicholas inquired as to why the Subcommittee was created. Member Parrish explained that at the last Ad Hoc Committee meeting as it was discussed having a subcommittee to work on the marketing aspect of tourism and that the budget was adjusted to allocate \$80,000 to the effort. Today CDD Rux will recap the Strategic Tourism Plan and Member Lippard will discuss what marketing material is out there on Newberg.

Member Kelsh provided an overview on various marketing efforts for tourism including Wine Country license plates, Travel Yamhill Valley (Guide and Website), Visit McMinnville (possibly invite them to a meeting to talk about what they are doing), Willamette Valley Visitor Association (social media and San Jose Airport marketing program), Wine Country Trail. CVCC spends roughly 40% of the funds received from the City for the Visitor Center on marketing.

Member Louis noted the Allison Inn uses LDPR for marketing.

Member Bagley nominated Member Lippard as Chair. Member Lippard nominated Member Felton as Vice Chair. Vote passed 10-0

OVERVIEW OF NEWBERG STRATEGIC TOURISM PLAN:

Subcommittee members provided a brief summary of their backgrounds.

CDD Rux reviewed the Tourism Plan noting the Advisory Group efforts in coordination with the City Manager in the plan preparation, the hiring of consultants (Lookout and Jon-Paul Bowls), the Plan's vision, and efforts on



Organization Structure, Destination Development and Marketing. He then reviewed the target audiences of Outdoor Adventurers, Millennials, Georg Fox Network and Luxury Travelers. He also reviewed aspects on marketing.

TOURISM MARKETING MATERIAL:

Chair Lippard initiated the discussion on marketing material noting the wide variety of material and that much of it looks the same, and different communities are trying to attract the same visitor. She noted Travel Oregon, Travel Portland, Willamette Valley Visitor Association, Yamhill Valley, and Chehalem Valley. There was a general discussion on the various marketing materials and websites.

Member Louis asked what makes Newberg different? Gateway to Wine Country?

Chair Lippard noted that AVA's are doing their own marketing.

Member Parrish asked if we could advertise Newberg in private magazines.

Chair Lippard asked who is our audience?

Liz Coleman asked if there is an agenda to market Newberg as Newberg.

Chair Lippard noted that the Chehalem Valley includes Newberg, Dundee and St. Paul. We are not branding now, need to fix system before we do branding.

Member Kelsh noted the McMinnville is promoting a 20 mile radius around that community.

Member Lewis noted that we have identity crises of what Chehalem Valley is.

Member Kelsh noted that outside of the area people don't recognize Chehalem Valley. People are just learning over the last five years about the Willamette Valley.

Chair Lippard asked how to deal with St. Paul and Dundee with the dollars they provide the Chamber for marketing. It was noted Dundee has their own Board and is marketing Travel Dundee.

Member Kelsh indicated that the Chamber has two sides to their website.

Members Parrish and Carda on why not say "Visit Newberg" and what is the difference between "Travel" and "Visit". Liz Coleman indicated "Travel" would be better. Member Carda thought "Travel" would be better.

Member Felton noted people do not know Newberg or where it is and that we need to think bigger.

Member Parrish stated we need to be branding Newberg. Member Felton noted it takes a lot of money to brand.

Chair Lippard raised the concept of the Oregon Wine Trail with Newberg as the starting point.

Member Nicholas noted we have a downtown Newberg Walking Wine Trail.

Members Kelsh, Lippard and Liz Coleman noted there is an emerging beer and spirits sector.



Member Parrish noted she likes the idea of trails. Member Carda also likes the trail concept for wine, beer, heritage and recreation.

Member Bagley noted Newberg has a little bit of everything, breweries, Skate Park, blue chip restaurants.

Member Kelsh raised the idea of the Travel Oregon Tourism Studio and should we apply for a grant.

Flip charts captured the following information:

Assets

Allison Inn, Skate park, Golf Course, festivals, St Paul Rodeo, Dundee, hot air balloons, helicopter rides

Possibilities

Craft beer, spirits, farm to table

Negatives

To many "Valleys" (Chehalem Valley, Yamhill Valley)

Who are We?

Newberg, Travel Dundee, Chehalem Valley (Newberg Dundee, St Paul)

Art – Cultural Center

Hops

Willamette River – Kayaks, trails

History – Minthorn House, Champoeg, St. Paul

Wine

Culinary

Agri-Tourism – Fruit, Veggies

Golfing

Blue Chip restaurants

ADJOURNMENT: Chair Lippard adjourned the meeting at 11:00 a.m.

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

Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director