



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE AGENDA
JULY 16, 2018, 8:30 AM
NEWBERG CITY HALL
414 E First Street**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF JUNE 18, 2018 MINUTES**
- IV. PUBLIC COMMENT**
- V. TOURISM MARKETING**
- VI. THE PAIRS VIDEO ACTIVITIES**
- VII. OPTIONS FOR TLT MARKETING FUNDS**
- VIII. NEXT MARKETING SUBCOMMITTEE MEETING – AUGUST 20, 2018 (Tentative)**
- IX. 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
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 effects 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



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MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee – Marketing Subcommittee
FROM: Doug Rux, Community Development Director
SUBJECT: Transient Lodging Tax Ad Hoc Committee Marketing Proposal
DATE: July 16, 2018

Attached is material for the July 16 meeting. It includes an updated draft Visit Newberg TLT Business Plan and updated draft Job Description (track changes and clean versions). There remains some outstanding issues that have not been clarified regarding the location of the Visit Newberg Executive Director, the administrative support functions and the costs that will need to be discussed at the meeting.

Attachments: 1. Draft Visit Newberg TLT Business Plan
2. Draft Job Description (Track Changes)
3. Draft Job Description (Clean)

7/16/2018

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

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

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

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General Statement of Duties:

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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:

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- 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 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 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 activity ies 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

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- 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

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Education:

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

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

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

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Additional Requirements:

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- 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-

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- 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:

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