



**TRANSIENT LODGING TAX AD HOC COMMITTEE  
MARKETING SUBCOMMITTEE AGENDA  
SEPTEMBER 17, 2018, 8:30 AM  
NEWBERG CITY HALL  
414 E First Street**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF AUGUST 20, 2018 MINUTES**
- IV. PUBLIC COMMENT**
- V. TOURISM MARKETING TOPICS 2018**
- VI. WAKE UP IN WINE COUNTRY**
- VII. NEXT MARKETING SUBCOMMITTEE MEETING – OCTOBER 15, 2018**
- VIII. ADJOURNMENT**

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**TRANSIENT LODGING TAX AD HOC COMMITTEE  
MARKETING SUBCOMMITTEE  
August 20, 2018, 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 Shannon Buckmaster

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff

**APPROVAL OF MINUTES**

Approval of the minutes of July 16, 2018.

**MOTION:** Nicholas/Lewis moved to approve the July 16, 2018 meeting minutes. The motion carried 4 Yes/ 0 No).

**PUBLIC COMMENTS:**

None.

**TOURISM MARKETING**

CDD Rux outlined for the City Council meeting that evening he would provide a brief introduction and overview then turn the presentation over to Member Lewis and the other members (Nicholas and Felton). He suggested the group address Exhibits A-E and summarize them for the City Council. He also recapped the financial projections that show \$353,000 - \$390,000 annually to spend on tourism marketing over the next five-years.

Member Lewis noted he can provide the summary of the proposal before the City Council.

CDD Rux reminded the Committee that the decision for the City Council is whether to establish or not a tourism organization

Member Lewis noted that in the fall will be the time to work on the process to establish the tourism organization and appoint the initial members.

Chair Felton indicated he could see someone bringing up grants, and where do dollars come from for grants.



Carr Biggerstaff noted that in Chamber Destination Marketing Plan it had some dollars for festivals noted pages 13-15 of packet.

CDD Rux indicated that the tourism organization would have to decide if the \$202,000 – \$211,000 for marketing could be used for local festivals to attract visitors.

Member Nicholas shared the emphasis is not pulling the rug out on every single grant opportunity.

CDD Rux noted the Executive Director could work with local festivals to go after Travel Oregon grant funds.

Member Buckmaster shared that the strategy could be to spend dollars on events and letting that occur through new tourism organization.

Member Lewis noted it is a mindset shift for directing dollars.

## **WAKE UP IN WINE COUNTRY**

Chair Felton recapped that on the City Council agenda is the consent item and inquired if he should make comments under public comments.

CDD Rux noted he put the action on the Consent calendar as it is a straight forward request and there are funds available.

Member Buckmaster inquired on what the City Council thought about the Rain or Shine program.

Member Lewis asked if we could show City Council the Rain or Shine Video. There was a group discussion on merits of showing the video or not.

Chair Felton indicated he thought there was an 85% chance that the request gets approved by consent.

Member Buckmaster noted \$10,000k out of \$121,000 marketing budget is a small ask.

CDD Rux indicated if the Committee wanted to show the video he needs it now to get to the City Recorder.

Carr Biggerstaff shared he thought it was better to talk about Wake up in Wine Country and talk about what you want to do, not what's been done.

Member Buckmaster noted when she watched the video she felt cold. If Council does not like video previously done then they could say no to the request for funds to match the grant request.

Member Lewis shared DNA did a quality performance in the video. He asked about the Pair Visuals video material.

CDD Rux noted he has all of the Pair Visuals material on thumb drives that need to be down loaded to the City storage system.

Chair Felton concluded no comments should be provided under public comments.



## **CHEHALEM VALLEY CHAMBER OF COMMERCE DESTINATION MARKETING PLAN**

CDD Rux indicated the material was in the packet at the request of the Chair from a previous meeting.

Member Buckmaster indicated Option 3 is the preference if City Council goes with new tourism organization.

Carr Biggerstaff recapped that the Mayor was uncomfortable on the three options when presented and the pending changes on focusing on tourism marketing that were under discussion.

CDD Rux noted Option 3 would need to be modified to cover the time period until a new tourism organization is established.

Carr Biggerstaff noted the Mayor said he liked the plan, but not three alternative budgets.

## **MISCELLANEOUS ITEMS**

CDD Rux noted he will not be at the September TLT Ad Hoc Committee meeting and Cheryl Caines will be there to take minutes. On the agenda will be a topic on what do you spend on marketing from September through December until a tourism organization is established.

Carr Biggerstaff commented on Digital Management Assets grant proposal was started and dropped. It was a three year program and put on hold. The TLT Committee and Chamber should have a discussion on this topic.

CDD Rux shared information on discussions on the County Tourism Committee through the Strategic Doing program and a group working on surveying businesses then surveying visitors.

Carr Biggerstaff noted his Strategic Doing group the County Tourism Committee is working on a newsletter. Jeff Knapp is on the Willamette Valley Visitor Association Board. Travel Yamhill County group and Ted Crawford and others are working on Bylaws. He shared Willamette Valley Visitor Association is changing, and a strategic planning session was held. Travel Oregon is also changing its relationship and metrics with Willamette Valley Visitor Association.

## **NEXT MARKETING SUBCOMMITTEE MEETING**

September 17, 2018

## **ADJOURNMENT**

Chair Felton adjourned the meeting at 9:35 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17<sup>th</sup> day of September, 2018.**

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Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

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Doug Rux, Community Development Director

**BUDGET TLT MARKETING SUBCOMMITTEE PROPOSAL**

7/27/18

Revenue	FY 16/17	FY 17/18	FY 17/18	FY 18/19	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
	Budgeted	Budgeted	Projected	Budgeted	Projection	Projection	Projection	Projection	Projection
Gross Operator Receipts	11,994,410	12,220,625	12,580,694	12,587,244	12,958,115	13,346,848	13,747,264	14,159,682	14,584,472
Beginning Fund Balance	207,113	343,718	343,719	498,042	564,434	0	0	0	0
Tax Revenue -Restricted for Tourism	359,617	366,399	377,195	385,702	388,510	400,166	412,171	424,536	437,271
Tax Revenue City Services	665,905	678,465	698,455	716,303	719,409	740,990	763,220	786,117	809,701
Interest Revenue-Restricted for Tourism	897	897	5,643	5,728	5,728	2,564	2,564	2,564	2,564
Interest Revenue- City Services	1,667	1,667							
Estimated Additional Funds									
<b>Total</b>	<b>1,235,199</b>	<b>1,391,146</b>	<b>1,425,012</b>	<b>1,605,775</b>	<b>1,678,081</b>	<b>1,143,720</b>	<b>1,177,955</b>	<b>1,213,217</b>	<b>1,249,536</b>
<b>Expenses</b>									
Transfers out General Fund	665,905	680,132	700,122	717,324	721,076	742,657	764,887	787,784	811,368
Chamber Visitor Center/Destination Marketing Contract	137,548	139,886	139,886	145,342	145,342				
Chamber Visitor Center Contract						48,000	48,000	48,000	48,000
Tourism Marketing Organization - Visit Newberg						353,063	365,068	377,433	390,168
Unallocated Tourism Activity	431,746	571,128	586,671	738,033	812,888				
Consultant									
Staff - Meetings, Travel, Networking		2,000	0	2,000	2,000				
Tourism Marketing		108,506	4,733	121,773	499,663				
Fundraising (Grant Match)		10,000	0	10,000	10,000				
<b>Subtotal</b>		<b>120,506</b>	<b>4,733</b>	<b>133,773</b>	<b>511,663</b>				
Tourist Related Facilities (Large Grant)	313,774	430,622	0	586,260	300,000				
Small Grant Program (pilot program)	20,000	20,000	17,500	20,000					
<b>Total</b>	<b>1,235,199</b>	<b>1,391,146</b>	<b>862,241</b>	<b>1,602,699</b>	<b>1,678,081</b>	<b>1,143,720</b>	<b>1,177,955</b>	<b>1,213,217</b>	<b>1,249,536</b>
Ending Balance Restricted for Tourism		0	562,771	3,076	0	0	0	0	0

**Assumptions**