CITY OF CARLTON
VISIT CARLTON TOURISM COMMITTEE AGENDA
TUESDAY, OCTOBER 3, 2018, 3:00 P.M.
CITY HALL, 191 EAST MAIN STREET, CARLTON

The Mission of the City of Carlton is to safeguard and enhance the vitality and livability of the community by providing essential services with professionalism and integrity.

Tourism Committee Mission Statement
The purpose of the Carlton Tourism Committee is to assist the Carlton City Council with the disbursal of Transient Room Tax funds for the express purpose of promoting tourism to Carlton. The Committee is authorized to propose tourism, advertising programs, evaluate regional tourism related partnerships and evaluate tourism funding related proposals brought by third parties such as business associations, individual business owners or Carlton residents.

		Pages
1.	**Call To Order – Roll Call**	
1)	Changes to the Agenda	1 – 2
2.	**Agenda Items**	
1)	Approval of Minutes – September 5, 2018	3 – 4
2)	Tourism Fund Financial Reports	5
3)	Visit Carlton Social Media Campaign – Brian Richardson, Vinbound Marketing	7 – 11
4)	2019 Programs & Budget	12 – 18
•	Historical Walking Tour	17
5)	Visit Carlton Website – Out-of-Town Advertising	--
6)	Downtown Christmas Lighting Program Contribution	18
7)	Fall/Winter Promotional Campaigns – General Discussion & Updates	
•	NW Food & Wine Festival	--
8)	Grant Updates	
3.	**November 7, 2018 Agenda Items**	
4.	**Adjournment**	

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If you need special accommodation please contact the City Recorder Jennifer Nelson at 503.852.7575x111 or jnelson@ci.carlton.or.us at least 24 hours prior to this meeting.

MEMORANDUM

To: The Members of Visit Carlton
From: Jennifer Nelson, City Recorder
Subject: Visit Carlton Tourism Committee Agenda Topics for October 3, 2018
Date: September 26, 2018

1. Approval of Minutes – September 5, 2018

The draft September 5 meeting minutes are attached for review and approval.

2. Tourism Fund Financial Report

Review the Tourism Fund's monthly financial reports from September 2018.

3. Visit Carlton Social Media Campaign – Brian Richardson, Vinbound Marketing

This agenda item provides time for a monthly report and updates on the social media program.

4. 2019 Programs & Budget

The committee will review projects, expenses, goals, and funding to prepare for the 2019 budget process. Topics and activities to consider include out-of-town advertising on Visit Carlton venues, contribution levels to the Downtown Christmas lighting program, participation in NW Food & Wine Festival, Historical Walking Tour costs, summer concert series, sister-city programs, and rent-a-bike program.

- **Historical Walking Tour**

  A demonstration of the walking tour application will be given. The committee shall consider approval of Phase 1 project expenses to initiate project. Additional discussion on how they wish to pursue digitizing historical materials, voiceover services, vendor selection, and phasing and funding for the project.

5. Visit Carlton Website – Out-of-town Advertising

Chair Rich requested to continue discussions about allowing businesses that are outside of city limits with a Carlton address to advertise on Visit Carlton venues for a fee.

6. Downtown Christmas Lighting Program Contribution

Discussion of budget for possible approval of tourism fund contribution for the City's downtown Christmas lighting program in Carlton.

7. Fall/Winter Promotional Campaigns – General Discussion & Updates

These items are included on the agenda for the Committee to discuss marketing activities, plans, opportunities, and updates for events or campaigns planned during the upcoming seasons to promote tourism in Carlton. Promotion updates and events to be discussed:

- **NW Food & Wine Festival**

  The committee will finalize activities, attendance, marketing, and promotion for the event on November 10, 2018.

8. Grant Updates

- **YCCC** – Presentation of Ladd Monument Project, 2019 Grant application
- **WVVA** – Grant application is currently open through October 31, 2018

Visit Carlton Tourism Committee Minutes
SEPTEMBER 5, 2018, 3:00 PM
City Hall, 191 East Main Street

1. CALL MEETING TO ORDER & ROLL CALL

Chair Kathy Rich called the meeting to order at 3:00 PM.

Members Present: Chair Kathy Rich, Vice-Chair Kathie Oriet, Council Liaison Shirley Ward-Mullen, Christine Andrus, Julie Rabung, Michael LeClair, Lynn Van Horn, and Joka-Elisabeth Moree (3:02 PM)

Staff Present: Finance Director Christy Martinez and City Recorder Jennifer Nelson

Others Present: Brian Richardson (Vinbound Marketing)

Rich welcomed the new committee members and read the tourism committee mission statement. Rich asked to add a discussion on 2019 goals, the NW Food & Wine Festival, and a quote on the Historical Walking Tour project to the agenda.

2. AGENDA ITEMS

1) Approval of Minutes – August 1, 2018 — 3:04 PM

MOTION: Ward-Mullen/Andrus to approve the Visit Carlton Tourism Committee minutes from August 1, 2018, as submitted. Motion carried (8 Yes/0 No/1 Absent [Simonson]/0 Abstain/1 VACANT).

2) Tourism Fund Financial Reports — 3:05 PM

Christy Martinez distributed and reviewed the tourism fund financial report for the month of August 2018 (see official meeting record). Rich asked about $2,500 separate restricted funds and Martinez replied the funds are rolled into the beginning fund balance by the auditors because the money is already expensed out.

3) Visit Carlton Social Media Campaign – Brian Richardson, Vinbound Marketing — 3:10 PM

Brian Richardson presented the social media report from August (see packet for full report).

4) Visit Carlton Website – Out-of-Town Advertising — 3:14 PM

Rich explained to the new members that tourism funding in Carlton comes from lodging properties paying the transient room tax (TRT) within the city limits. Discussions followed about including businesses located in the county, but outside the limits of the city with a Carlton address, in advertisement activities. Richardson suggested added profiles to a specific area on the website and to loop their events into Facebook and Instagram posts with a set buy-in. Andrus suggested including them by link only under "Neighbors" instead of building a full profile. Rabung asked if this takes business away from Carlton city businesses. Rich asked to add a discussion to future agenda and suggested including this line of thought in with the 2019 goal setting.

5) Ladd Fountain Monument Project Update — 3:20 PM

Ward-Mullen reviewed the final language for the monument which is currently in production and gave background on the project for new members. Rich will give a presentation to the Yamhill County Cultural Coalition (YCCC) on September 18 at 6pm as part of the grant agreement. Martinez reported city staff met with landscapers last week and will work on a master plan to prepare the ground and area for install in 4-6 weeks.

6) Downtown Christmas Lights — 3:27 PM

Christy said the city was asked for the last five years to coordinate something for downtown Christmas

decorations and summarized plans to replace the year-round banners onto city-owned entrance poles and not ask for permission from the Oregon Department of Transportation (ODOT) which could provide future banner design options. With Council approval, the city purchased skyline decorations and lighting to enhance brick in downtown. The lights can be programmed in different colors for various holidays and activities and decorations will be installed and stored by C&D Landscaping. Goals are to make Carlton an attractive, destination city for visitors for holidays and events. Donations were requested, and some commitments made, from various funds, businesses, and private donors, as outlined in an estimate provided by Martinez (see official meeting record). Grant opportunities are also available. Martinez showed other elements to planned decorative elements including a large donated Christmas tree at the corner of Hwy 47 and Main Street and animated characters, lights with a historical plaque at the large tree, lights on the Rock Block building, lights on the cherry blossom tree, an archway of lights over the walkway, and a selfie with Santa bench in Ladd Park. The plan is to hold a tree lighting event at the large tree across from city hall in December and move to Ladd Park to light other elements. The Carlton Business Association also plans on decorating contests for businesses. Discussions followed about tourism fund contributions and plans for upcoming projects, adjustments from the auditors for non-allocated funds, potential promotion of activities and events year-round with lights, and including this request in figures for the 2018-2019 budget goals for tourism.

7) Fall/Winter Promotional Campaigns – General Discussion & Updates

- **Welcome Banners** **3:45 PM**

Staff reported the city is working with the vendor to install banners and problems have already been reported with one at the turn and some not visible in trees. Background was provided for new members.

- **Historical Walking Tour** **3:49 PM**

Richardson reported the cost will be $500 per year to include our own voiceover recordings rather than standard recorded voice already used by the application. Rich showed the postcard artwork to be used in application and assigned written homework to various members for the next meeting, asking each to take one or two of the locations and write a brief story about it with one or two paragraphs at five sentences each. Rich volunteered to write about Ladd Park and the Wennerberg barn, Van Horn was assigned Westerlook, Ward-Mullen the old Bank, Carrie Simonson was assigned the Depot (not present at meeting). Discussions followed about the voiceover quote and using actual residents' voices as well. Rich stated the committee will need to approve estimated $20,000 in additional billable hours for Vinbound Marketing to build this historical walking tour elements into the website and a community initiative to bring stuff in and capture stories. The Yamhill County Historical Society was contacted to help with digitizing, but no quote received yet.

- **Halloween –** *Item removed from agenda by Chair.*
- **Christmas in Carlton –** *Item removed from agenda by Chair.*

3. OCTOBER 3, 2018 AGENDA ITEMS **4:00 PM**

- **2019 programs & budgets** – summer concert series, sister city programs, rent-a-bikes.
- **Historical Walking Tour** – Approve Vinbound Marketing billable hours, vendor selection, and voiceovers.
- **NW Food and Wine Festival** – November this year and for next year's budget

4. ADJOURNMENT

The meeting adjourned at 4:05 PM.

APPROVED by the Visit Carlton Tourism Committee on October 3, 2018.

ATTEST:

Jennifer L. Nelson, City Recorder

Kathy Rich, Chair

City of Carlton - Tourism Committee

Fiscal Year 2019 - September 2019 Financial Report

		FY19 Budget	Current Month	YTD Actuals	Difference Budget to Actual
	FY18 Beginning Fund Balance Available	17,393		27,711	(10,318)
	FY18 TRT Revenue	27,300	0	5,554	21,746
	Interest	400	78	157	243
	Total Revenue	27,700		5,711	21,989
	Total Resources (Revenue Plus Beginning Fund Balance)	**45,093**		**$33,422**	11,671
	FY19 Tourism Expenses				
Invoice Period	**Invoice**	**Amount**			
7/11/2018	Vinbound Marketing	850			
8/22/2018	Lori Damiano Printing	1,500			
8/22/2018	NW Food Festival	4,000			
8/8/2018	Vinbound Marketing	850			
8/8/2018	News Register-Toursim Vacancy Ad	91			
8/22/2018	Signs by Tomorrow Plaque	1,922			
9/12/2018	Vinbound Marketing	850			
9/13/2018	18 Oaks Sign Company-Banners	2,950			
	Year to Date Expenses	**$13,013**			

Christy Martinez:
$2500 of beginning fund balance is restricted funds of $2500

Christy Martinez:
To go against restricted funds in beginning fund balance

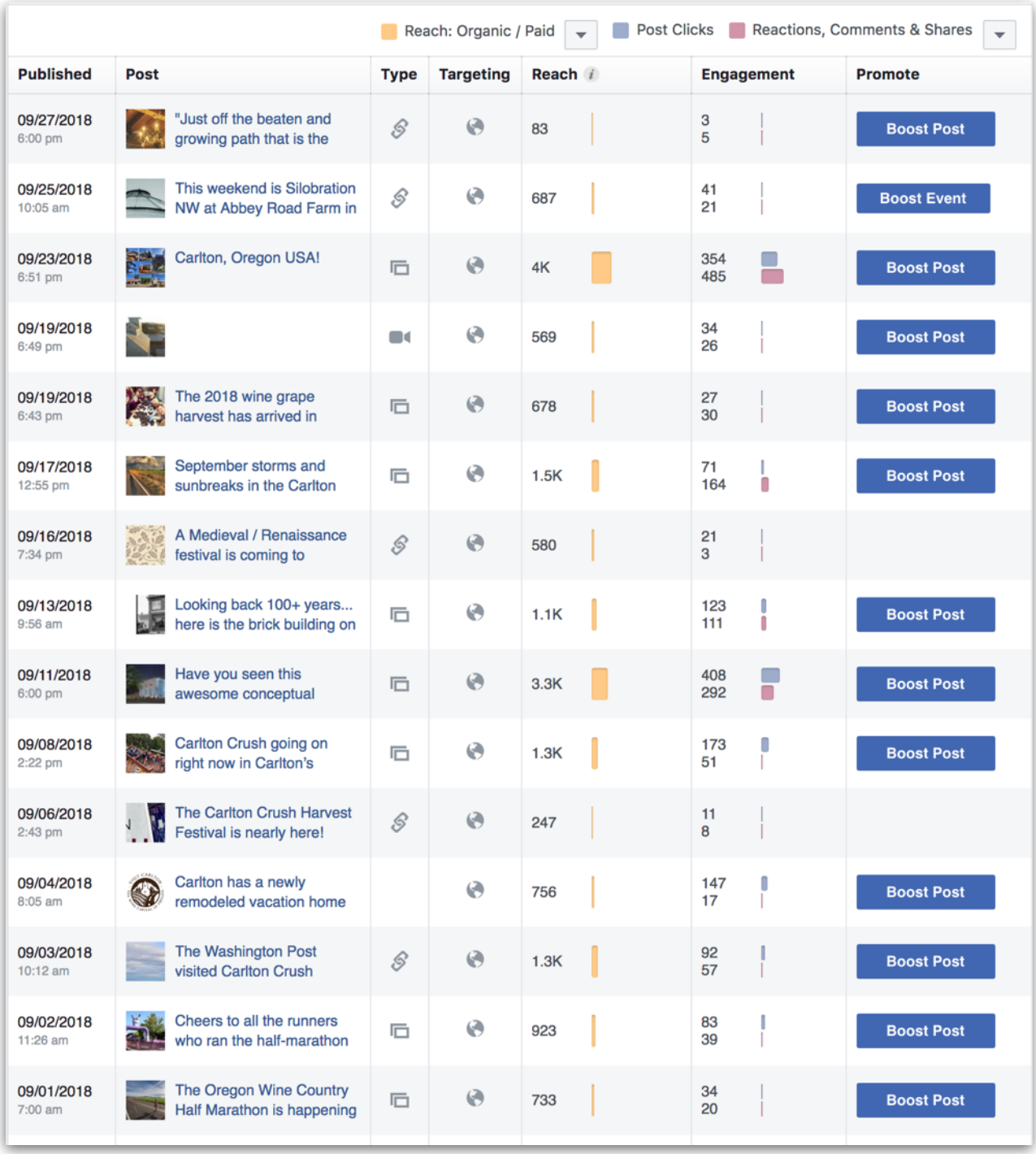
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Visit Carlton
Social Media & Website Report

Prepared by: Brian Richardson, Vinbound Marketing

September 2018

FACEBOOK POSTS - SEPTEMBER



Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/27/2018 6:00 pm	"Just off the beaten and growing path that is the			83	3 5	Boost Post
09/25/2018 10:05 am	This weekend is Silobration NW at Abbey Road Farm in			687	41 21	Boost Event
09/23/2018 6:51 pm	Carlton, Oregon USA!			4K	354 485	Boost Post
09/19/2018 6:49 pm				569	34 26	Boost Post
09/19/2018 6:43 pm	The 2018 wine grape harvest has arrived in			678	27 30	Boost Post
09/17/2018 12:55 pm	September storms and sunbreaks in the Carlton			1.5K	71 164	Boost Post
09/16/2018 7:34 pm	A Medieval / Renaissance festival is coming to			580	21 3	
09/13/2018 9:56 am	Looking back 100+ years... here is the brick building on			1.1K	123 111	Boost Post
09/11/2018 6:00 pm	Have you seen this awesome conceptual			3.3K	408 292	Boost Post
09/08/2018 2:22 pm	Carlton Crush going on right now in Carlton's			1.3K	173 51	Boost Post
09/06/2018 2:43 pm	The Carlton Crush Harvest Festival is nearly here!			247	11 8	
09/04/2018 8:05 am	Carlton has a newly remodeled vacation home			756	147 17	Boost Post
09/03/2018 10:12 am	The Washington Post visited Carlton Crush			1.3K	92 57	Boost Post
09/02/2018 11:26 am	Cheers to all the runners who ran the half-marathon			923	83 39	Boost Post
09/01/2018 7:00 am	The Oregon Wine Country Half Marathon is happening			733	34 20	Boost Post

15 Posts in September (through Sept 27). Topics include Wine Country Half Marathon, Carlton Crush Harvest Festival, Carlton Observatory, historical image of the bank building, wine harvest, Silobration at Abbey Road Farm, Carlton Hill Wine Company and a variety of beautiful images from around town.

Growth of Followers from 5763 on Sept 1 to 5901 Sept 27 (+138 Followers)

TOP PERFORMING FACEBOOK POSTS - SEPTEMBER

Visit Carlton
Published by Brian Richardson [?] · September 23 at 6:51 PM ·

Carlton, Oregon USA!



Performance for Your Post

3,996 People Reached

485 Reactions, Comments & Shares

375 Like	235 On Post	140 On Shares
44 Love	25 On Post	19 On Shares
2 Wow	1 On Post	1 On Shares
29 Comments	8 On Post	21 On Shares
35 Shares	35 On Post	0 On Shares

354 Post Clicks

183 Photo Views	0 Link Clicks	171 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post — 0 Hide All Posts
0 Report as Spam — 0 Unlike Page

Reported stats may be delayed from what appears on posts

Visit Carlton
Published by Brian Richardson [?] · September 11 at 6:00 PM ·

Have you seen this awesome conceptual drawing of the future Carlton Observatory? The Carlton Observatory Project is working hard to build an astronomy center in Carlton! They hold stargazing and educational events often, so keep in the loop by following their Facebook page or joining their mailing list at https://carltonobservatory.com!



Get More Likes, Comments and Shares
Boost this post for $150 to reach up to 43,000 people.

3,255 people reached — Boost Post

Pam Minton, Kalani Nishimura and 145 others — 11 Comments 35 Shares

Performance for Your Post

3,255 People Reached

292 Reactions, Comments & Shares

188 Like	123 On Post	65 On Shares
24 Love	16 On Post	8 On Shares
17 Wow	10 On Post	7 On Shares
28 Comments	16 On Post	12 On Shares
35 Shares	35 On Post	0 On Shares

408 Post Clicks

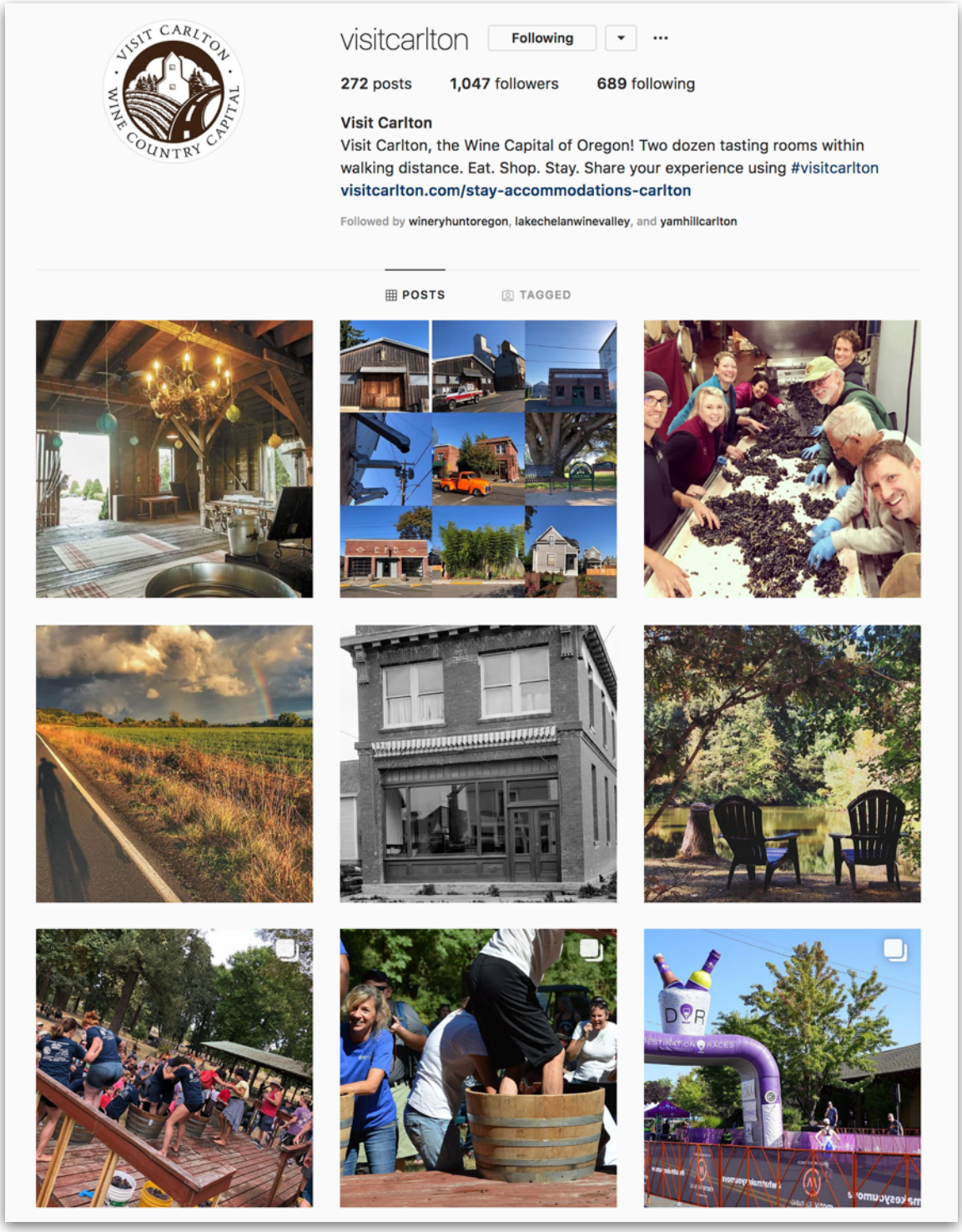
19 Photo Views	59 Link Clicks	330 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post — 0 Hide All Posts
0 Report as Spam — 0 Unlike Page

Reported stats may be delayed from what appears on posts

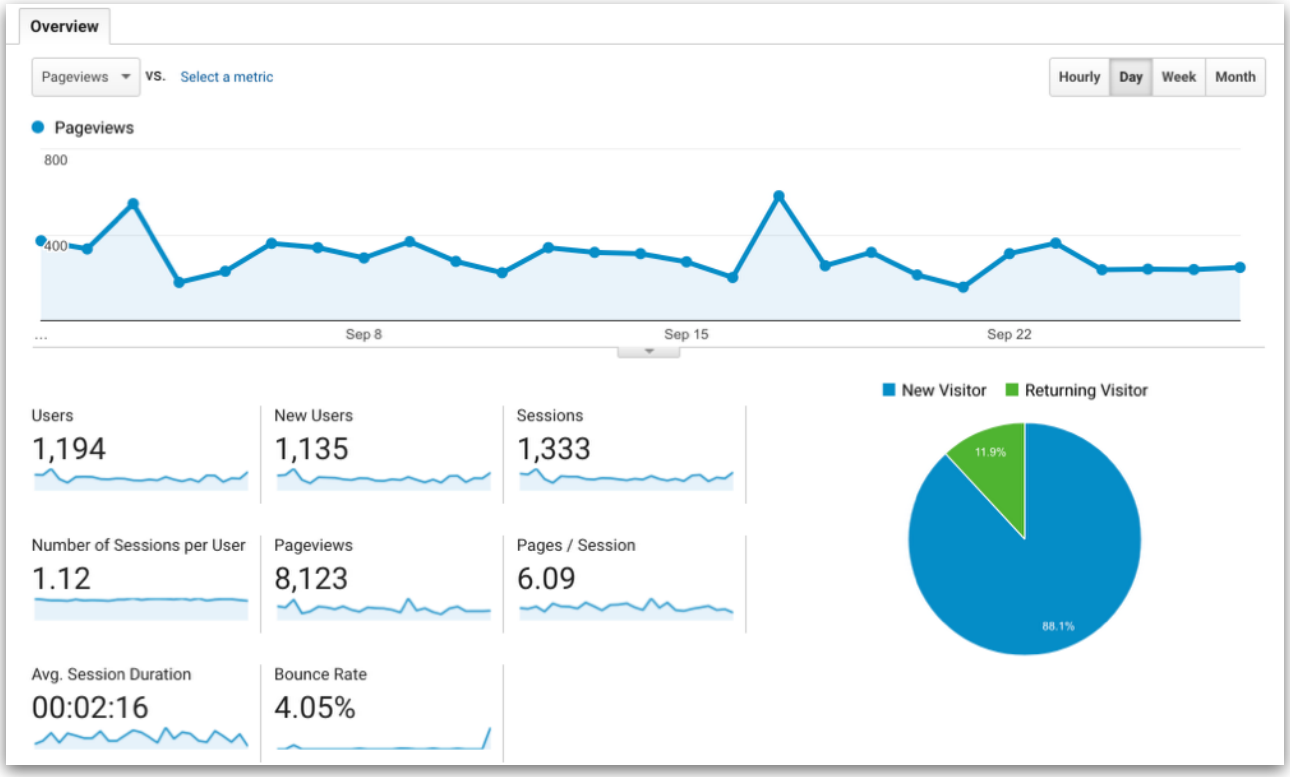
INSTAGRAM - SEPTEMBER



9 Images Posted in September

Total growth of followers from 1036 to 1047 (+11)

WEBSITE - SEPTEMBER 2018



Highlights

1194 Website Users in September, up 15% from last year's 1034

8123 Total Pageviews in September

178 - 581 Page Views Per Day

Top Pages

Home (1425 Views)

Tasting Rooms (1370 Views)

Accommodations (856 Views)

Restaurants (747 Views)

Events (468 Views)

Shopping (232 Views)

Abbey Road Farm Silo Suites (184 Views)

The Winery Lofts (184 Views)

Omero Cellars (116 Views)

Carlton Winemakers Studio (105 Views)

Carlton Farmhouse (90 Views)

Mayla Thai Food To Go (90 Views)

Barrel 47 (88 Views)

Ken Wright Cellars (86 Views)

Canas Feast (80 Views)

Carlton & Coast Tavern (80 Views)

Tourism Committee 2018-June 2019

Current Project Expenses To Be Paid

		Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
		Ladd Monument	Ladd Plaque and installation. YCCC acknowlegment plaque $345.00 (included) and installation of $500 (included)	Installation for Oct 3. Approx Oct 15, must be completed, documented, and launched by Dec 2018	$3,844.00	In Production, delivery, and installation to be done	$1922.00 down payment completed	$2500 of this project is supported by a grant from the YCCC. Balance due from Tourism funds = $1344.00
					$1,922.00			
		Project Name	**Expense Item**	**Deliverable Date**	**Amount**	**Status**	**Misc**	**Notes**
		Historic Walking/Biking Tour	Digital library creation scanning/saving	Oct/Nov 2018	$1,200.00	Request for estimate in progress	Phase 1	$15/hr not to exceed 80 hours
			Artwork	Completed		Completed	Phase 1	Completed $1500.00 paid
			Printing of Cards	TBD	$500.00	as needed		
			Voice over services	Nov/Dec 2018	$900.00	Request for estimate completed	Phase 1	$450/hr for 2 hours includes edits and file setup. Additional services $150/ 1/2 hour.
			Virtual Reality Filming	ASAP	$1,800.00			$120.00 x 15 estimated sites
			Website optimization	Nov/Dec 2018	$2,500.00		Phase 1 (50%)	$1000.00 (based on approval of new historic website model)
			Historic website development	Dec 18/Jan 19	$8,000.00	2 of 3 Quotes received Vinbound - $8000, PocketInsights - $7500.00		Additional monthly maintenance of $50.00 Custom website and App option.

	Walking Tour Application initial set up	Nov/Dec 2018	$500.00		Phase 1	
	Walking Tour Application fee ongoing		$500.00			Annual cost to renew is $500.00
	Social Media boost - launch / advertising	at application & website launch	$500.00			
			$15,200.00		$3,850.00	Request to fund Oct 2018

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
Banners	Manufacture of banners		$2,000	installed		10 additional have been promised by the manufacturer due to delays

Projects 2019 (New budget begins July 2019)

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
Social Media Continued	Management of social media, boosting and other ad hoc	year round	$10,200.00	ongoing	contract renewal June 2019	averages $850.00 monthly x 12 = $10,200

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
NW Food & Wine Festival	Attendance Fee and media	Summer 2019	$4,000	expected attendance and sponsorship of this event is ongoing		4th year of participation

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
Sister City Pairing	Administrative & Dues		$500.00			
	Conference		$1,000.00			
	Marketing		$500.00			
	ESTIMATED TOTALS		$2,000.00			

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
Community Event Support	Porklandia		$500.00			
	St Patricks Day		$500.00			
	Fun Days		$500.00			
	Crush		$2,000.00			
	Holiday/Event Room Nights		$2,000.00			
	Holiday/Event Cash Donations Misc		$1,000.00			
	Holiday / Festival Lighting		TBD			Awaiting pricing quote
	Prom		$1,500.00			
	ESTIMATED TOTALS		$8,000.00			

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
Memberships	McMinnville Chamber of Commerce		$350.00			
	CBA		$500.00			
	ESTIMATED TOTALS		$850.00			

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
Advertising	Misc.		$1,000.00			
	ESTIMATED TOTALS		$1,000.00			

Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
Summer Concert Series 2019 Music Mondays	Band Performance fees		$3,200.00			2018 band prices $400 per band per night 3-8 concerts $1200-$3200, $500 = $1500-$4000
	Advertising		$500.00			
	Permitting		$800.00			$100 per 8 concerts?
	Licenses		$800.00			$100 per 8 concerts?
	Event workers		$1,000.00			
	ESTIMATED TOTALS		$6,300.00			

		Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
		Professional Development - Governor's Conference on Tourism	Conference attendance	Eugene April 2019	$325			Should consider being an exhibitor (approx $900) to launch the Historic Walking/Biking tour and sending 2-3 people to be at the table
			Hotel/travel Eugene		$1,000			
		Professional Development - Destination Boot Camp	Conference attendance	various times during the year	$500			
			Hotel/travel Colorado		$1,500			Should consider sending 2 attendees. Highly recommended professional development
			ESTIMATED TOTALS		$3,325			

		Project Name	Expense Item	Deliverable Date	Amount	Status	Misc	Notes
		Rail to Trail Project						
		Public Art Project						
		Increase TRT						To match McMinnville
		Monetize Visit Carlton						
		Blue Visitors Signs						Yamhill County board
		Events Kiosk Project						

		Additional Seasonal Banners						
		Rental Bike Program						
		Other New Programs TBD						

PocketSights
407 College Ave., Suite 401
Ithaca, NY 14850
(646) 535-6201
contact@pocketsights.com
https://pocketsights.com/

Invoice 1161

BILL TO
Visit Carlton
Willamette Valley, Oregon

DATE	PLEASE PAY	DUE DATE
09/14/2018	$499.00	12/13/2018

ACTIVITY	QTY	RATE	AMOUNT
Enterprise PocketSights Plan Enterprise Plan $499 / paid annually The Enterprise plan offers features such as data analytics, donation support, priority tour approval, and customer support. You can create unlimited tours. Tours created under the Enterprise plan will show up for mobile users that have the PocketSights app installed, and your tours can be enabled and disabled at any time giving you control of when your tours are displayed for your visitors.	1	499.00	499.00

Please make all checks payable to PocketSights, Inc. and mail to:

407 College Ave, Suite 401
Ithaca, NY 14850

Questions? Call: (646) 535-6201 or
Email: contact@pocketsights.com

Thank you for your business.

TOTAL DUE $499.00

THANK YOU.

Archway
Construct a 72’ long, 14’ wide, and 8’ tall archway along the path in the city park using 1” pvc and warm white 5mm LED minis on 4” spacing. Nine 8’ wide panels are to be constructed, with a total of 500 lights, (10 strands of 50) to be installed on each panel. Total lights are 4500 or 90 strands. PVC is to be painted a dark brown color, and the strands of lights are to be green wire.

Roof lighting
Install 1,380’ of LED C9 on 15” spacing on building roof lines. C-9’s are to be made of acrylic and not polycarbonate, and contain 5 diodes. Attachment is to be either magnetic or use of parapet clips with shingle tabs.

Pool Fence lights
160’ of the same specs as the roof lighting

Flowering Cherry
Install 3,000, (60 strands of 50) warm white 5mm LED minis on 6” spacing.

Garland
Install 36’ on the park sign and 18’ on the City Hall building of decorated 14” wide LED mini lighted garland

Christmas Tree
Install 3,000, (60 strands of 50) warm white 5mm LED minis on 6” spacing on tree installed by the City. Install ornaments proportionate to the size of the tree.

Big tree in park
Trunk wrap 1,000 warm white LED C-7’s on 15” spacing on giant blue atlas cedar in the city park.

19 Trees-Downtown
Multi-Color-LED’s (24” Spacing)