



CITY OF CARLTON
VISIT CARLTON TOURISM COMMITTEE AGENDA
TUESDAY, SEPTEMBER 5, 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 disbursement 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.

1. Call To Order – Roll Call	<u>Pages</u>
1) Welcome and Introductions to New Committee Members	
2) Changes to the Agenda	1 – 2
2. Agenda Items	
1) Approval of Minutes – August 1, 2018	3 – 5
2) Tourism Fund Financial Reports	handout
3) Visit Carlton Social Media Campaign – Brian Richardson, Vinbound Marketing	6 – 10
4) Visit Carlton Website – Out-of-Town Advertising	--
5) Ladd Fountain Project Update	--
6) Downtown Christmas Lights	--
7) Fall/Winter Promotional Campaigns – General Discussion & Updates	
• Welcome Banners	--
• Historical Walking Tour	--
• Halloween	--
• Christmas in Carlton	--
3. October 3, 2018 Agenda Items	
4. Adjournment	

This facility is ADA accessible.

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 September 5, 2018
Date: August 31, 2018

1. Approval of Minutes – August 21, 2018

A draft copy of the August 21 meeting minutes is attached for review and approval.

2. Tourism Fund Financial Report

Review the Tourism Fund’s monthly financial reports from August 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. 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.

5. Ladd Fountain Project Update

Council approved the proposal for the Ladd Monument project at their August 21, 2018 meeting. The City Manager and Public Works Director will coordinate with the committee chair to develop a list of improvements to be completed by the City for this project installation.

6. Downtown Christmas Lights

Staff presentation about plans for downtown Christmas lights 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:

- **Welcome Banners**

An update will be given on the installation of the welcome banners.

- **Historical Walking Tour**

The invoice was paid for the postcard artwork. The committee shall decide how they wish to pursue digitizing historical materials after social media manager tests the custom audio sample from Mercedes with the tour application.

- **Halloween**

The committee approved the purchase of \$100 of candy to contribute to downtown trick-or-treating. Visit Carlton to promote activities related to Halloween on website and social media.

- **Christmas in Carlton**

City staff is coordinating with the Carlton Business Association on Christmas lights downtown. Visit Carlton to promote activities related to Christmas on website and social media.



Visit Carlton Tourism Committee Minutes
AUGUST 1, 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 3:01 PM. No changes were made to the agenda.

Members Present: Chair Kathy Rich, Vice-Chair Kathie Oriet, Council Liaison Shirley Ward-Mullen, and Christine Andrus

Staff Present: City Manager Dennis Durham, Finance Director Christy Martinez, and City Recorder Jennifer Nelson

Others Present: Brian Richardson (Vinbound Marketing) and Scott Carl (City Councilor)

2. AGENDA ITEMS

1) Approval of Minutes – July 17, 2018

3:02 PM

MOTION: Ward-Mullen/Andrus to approve the Visit Carlton Tourism Committee minutes from July 17, 2018, as submitted. Motion carried (4 Yes/0 No/2 Absent [Rabung, Simonson]/0 Abstain/1 VACANT).

2) Tourism Fund Financial Reports

3:15 PM

Christy Martinez reviewed the tourism fund financial report for the month of July 2018 (see agenda packet).

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

3:17 PM

Brian Richardson presented the social media report from July (see packet for full report). There was some interested in the half-marathon and crush weekend for vouchers, which would be most booked by this time. The committee may wish to run that promotion earlier next year to allow time before the events.

4) 2018 Northwest Food & Wine Festival Update

3:22 PM

Rich negotiated a 20% reduction in the participation fees for this year's festival by eliminating the secondary party and keeping the additional tickets.

MOTION: Rich/Andrus to approve the release and payment of \$4,000 from the tourism fund budget to Northwest Food & Wine Festival for the 2018 event registration. Motion carried (4 Yes/0 No/2 Absent [Rabung, Simonson]/0 Abstain/1 VACANT).

5) Ladd Monument Project Recommendation for Council

3:23 PM

Rich and Ward-Mullen reviewed quotes and proposed documents for project with handouts brought to the meeting (see official meeting record). Ward-Mullen read draft biography for Sarah Ladd.

MOTION: Ward-Mullen/Simonson to approve the language for the Ladd Fountain Monument plaque subject to final quotes received and recommend the City Council make the final approval. Motion carried (4 Yes/0 No/2 Absent [Rabung, Simonson]/0 Abstain/1 VACANT).

Ward-Mullen will meet with City Manager Dennis Durham to determine what the City needs to do to contribute to the complete project in terms of installation, landscaping, and sidewalk improvements according to the Lakota plan for the park. Durham said he and the public works director would come up with needed improvements to present at the next tourism meeting.

6) Member Vacancy – Application Review & Recommendations

3:02 PM

Rich asked committee applicant, Michael LeClair, to introduce himself to the group. He lived in the area for 20 years and served as mayor in Yamhill and is a retired judge. Andrus asked what his opinion of tourism in the area is. He replied the wine industry is a gold mine as well as the rich history in Carlton. The committee reviewed two other applications from Lynn Van Horn, a tasting room associate at Carlton Winemakers Studio, and, Joka Moreé, owner of the Carlton Inn. Discussions followed about appointing all three candidates and how that changes the membership, quorum, and future vacancies.

MOTION: Andrus/Ward-Mullen to approve recommend the Mayor and City Council to appoint Michael LeClair, Lynn Van Horn, and Joka Moreé to the Visit Carlton Tourism Committee with terms expiring on June 30, 2021. Motion carried (4 Yes/0 No/2 Absent [Rabung, Simonson]/0 Abstain/1 VACANT).

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

• **Welcome Banners**

3:35 PM

Durham reported he spoke with the vendor to receive an additional 10 banners with installation without charge due to patience with tardiness of the initial order. Staff hopes to schedule the installation for the second week in August.

• **Historical Walking Tour**

3:39 PM

Rich stated the final invoice was received for the post card artwork. The committee already approved the expenditure of \$800 for the first draft, which was not paid yet, and the total invoice is for \$1,500.

MOTION: Andrus/Ward-Mullen to approve the payment of the \$1,500 invoice from Lori Damiano for the final postcard artwork from the tourism fund. Motion carried (4 Yes/0 No/2 Absent [Rabung, Simonson]/0 Abstain/1 VACANT).

Richardson presented a proposal for projects related to the implementation of the historical walking tour application included an additional handout for voiceover rates from Mercedes, a local voice actress (see official meeting record). Since preparing the quote, he has spoken with someone with the Yamhill County Historical Society about using their equipment to scan items to digital files. Richardson needs to take materials to him for review and a quote and needs the sample provided by the voice actress to test out the custom audio feature on the tour application. Once material is digitized, then it would be uploaded to the Visit Carlton website to create a digital archive to incorporate into the application later. Suggestions were also made to create a promotion to get people to submit historical material for the project, too. Rich mentioned the Travel Oregon grants open this week if the committee want to try again. Durham said the tourism may decide on any costs under \$5,000 as a direct appointment, anything over that amount would have to go out for bids.

• **Billboard Advertisement – Outfront Media**

4:10 PM

The committee had no interest in billboard advertising at this time.

• **Halloween**

4:11 PM

Discussions followed about doing the same events as last year with improvements, moving the trick-or-treat night back to October 31st rather than on the Saturday prior, \$50 gift cards for the scarecrow contest, and buying \$100 worth of candy to provide for businesses to hand out. wed night 31st, \$50 gift cards for scarecrow, costume parade. Buy candy \$100, will provide to businesses to hand out. The event should be under the Carlton Business Association (CBA) and Visit Carlton can assist by promoting activities online through the Visit Carlton website since the event does not really bring in people outside of the area.

MOTION: Andrus/Ward-Mullen to approve the release of \$100 from the tourism fund to purchase candy for downtown businesses to hand out during trick-or-treating event on October 31, 2018. Motion carried (4 Yes/0 No/2 Absent [Rabung, Simonson]/0 Abstain/1 VACANT).

- **Christmas in Carlton**

4:22 PM

Discussions followed about the CBA promoting the Christmas in Carlton events with a tree lighting on December 1st and activities on all three Saturdays in December including the Santa Dash, music, visits from Santa at Ken Wright Cellars, pancake breakfast, etc. The CBA has its own Christmas in Carlton subcommittee to promote a lighting proposal to Council which is led by Heidi Larson of Carlton Corners. The City's Christmas dinner will be held on December 8th and should be considered if planning activities that involve the mayor or other officials. Visit Carlton will just contribute by promoting events on the website and Facebook pages since it is more of a local activity. Durham mentioned the City is meeting with a professional lighting company to come put up and take down decorations every season in order to eliminate the need for volunteers on ladders to decorate downtown.

Durham announced that City Recorder Jennifer Nelson will be the staff liaison for this group from now on and Finance Director Christy Martinez will be liaison for the Carlton Business Association.

3. SEPTEMBER 5, 2018 AGENDA ITEMS

4. ADJOURNMENT

The meeting adjourned at 4:33 PM.

APPROVED by the Visit Carlton Tourism Committee on September 5, 2018.

ATTEST:

Jennifer L. Nelson, City Recorder


































































Kathy Rich, Chair

Visit Carlton Social Media & Website Report

Prepared by: Brian Richardson, Vinbound Marketing

August 2018

FACEBOOK POSTS - AUGUST

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach <small>i</small>	Engagement	Promote
08/28/2018 7:00 am	 Head to Barrel 47 for dinner tonight and you'll be treated			551 	1 2 	
08/26/2018 4:35 pm	 Bull Run Distillery has opened a tasting room in			1.8K 	82 56 	Boost Post
08/23/2018 9:06 am	 Pike Road Wines in downtown Carlton has a			639 	18 7 	Boost Post
08/21/2018 7:18 pm	 Downtown Carlton in the late teens or early twenties.			3.1K 	233 181 	Boost Post
08/18/2018 6:37 am	 Head to downtown Carlton today for the 2018 Carlton			550 	11 2 	
08/15/2018 8:33 am	 The Carlton Observatory Project heads to Chris			1.2K 	15 4 	
08/13/2018 8:30 am	 This Friday Night, join the Aquilon Music Festival at			1K 	2 3 	
08/09/2018 9:53 am	 Amber waves of grain in the Carlton countryside 🌾			1.8K 	59 156 	Boost Post
08/07/2018 8:14 am	 Tonight is National Night Out in Carlton! Hosted by			1.7K 	44 25 	
08/04/2018 7:55 am	 California? Kauai? Cape Coral? Nope, this is Carlton			1.1K 	34 80 	Boost Post
08/02/2018 9:13 am	 Tonight is Ladies Night Out in downtown Carlton! Here			0 	0 0 	Boost Post
08/01/2018 8:24 am	 There are 30 Airbnb's in Carlton, including this cute			1.1K 	41 32 	Boost Post
07/31/2018 9:05 am	 Put together your team of four grape stomping friends			17K 	1.6K 674 	View Promotion


13 Posts in July (through August 30). Topics include Carlton Crush Harvest Celebration, AirBNBs in Carlton, Ladies Night, Anne Amie Vineyard, National Night Out, Carlton Observatory at Chris James Cellars, Carlton Music for Hope, an historic image of downtown Carlton, Pike Road movie night, Bull Run Distillery and music at Barrel 47.

Growth of Followers from 5743 on Aug 1 to 5763 Aug 30 (+20 Followers)

TOP PERFORMING FACEBOOK POSTS - AUGUST

Visit Carlton
Published by Brian Richardson [?] · August 21 at 7:18 PM · 🌐

Downtown Carlton in the late teens or early twenties. Looking west down Main Street... doesn't look too different 100 years later!
#carltonoregon #oregonhistory #pnw #carlton #oregon #yamhillcounty



🌱 **Get More Likes, Comments and Shares**
Boost this post for \$150 to reach up to 13,000 people.

👤 **3,054 people** reached **Boost Post**

👍❤️😂 96 7 Comments 18 Shares

Performance for Your Post

3,054 People Reached

181 Reactions, Comments & Shares ⓘ

131 👍 Like	83 On Post	48 On Shares
18 ❤️ Love	11 On Post	7 On Shares
2 😂 Haha	2 On Post	0 On Shares
12 Comments	7 On Post	5 On Shares
18 Shares	18 On Post	0 On Shares

233 Post Clicks

47 Photo Views	0 Link Clicks	186 Other Clicks ⓘ
--------------------------	-------------------------	------------------------------

NEGATIVE FEEDBACK

1 Hide Post	1 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 [?] · July 31 at 9:05 AM · 🌐

Put together your team of four grape stomping friends for this year's **Carlton Crush Harvest Festival!** This annual event will be held September 8 in Carlton's Wennerberg Park. The Grape Stomp Competition is the highlight of the day, and team registrations are open now at <https://www.carltoncrush.com/grape-stomp-signup/>



+3

Performance for Your Post

17,026 People Reached

674 Reactions, Comments & Shares ⓘ

433 👍 Like	366 On Post	67 On Shares
24 ❤️ Love	21 On Post	3 On Shares
12 😂 Haha	8 On Post	4 On Shares
8 😲 Wow	6 On Post	2 On Shares
1 😞 Sad	1 On Post	0 On Shares
118 Comments	37 On Post	81 On Shares
78 Shares	77 On Post	1 On Shares

1,605 Post Clicks

1,063 Photo Views	93 Link Clicks	449 Other Clicks ⓘ
-----------------------------	--------------------------	------------------------------

NEGATIVE FEEDBACK

4 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

INSTAGRAM - AUGUST



visitcarlton

Follow



263 posts

1,035 followers

689 following

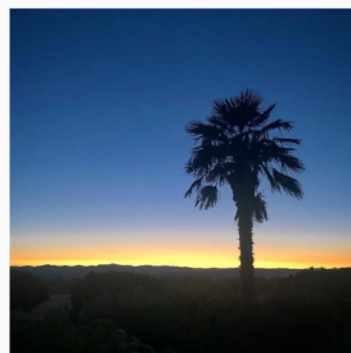
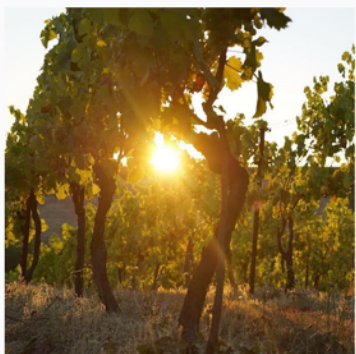
Visit Carlton

Visit Carlton, the Wine Capital of Oregon! Two dozen tasting rooms within walking distance. Eat. Shop. Stay. Share your experience using #visitcarlton [visitcarlton.com/stay-accommodations-carlton](https://www.visitcarlton.com/stay-accommodations-carlton)

Followed by wineryhunteregon, winecrushpodcast, langewinery + 1 more

POSTS

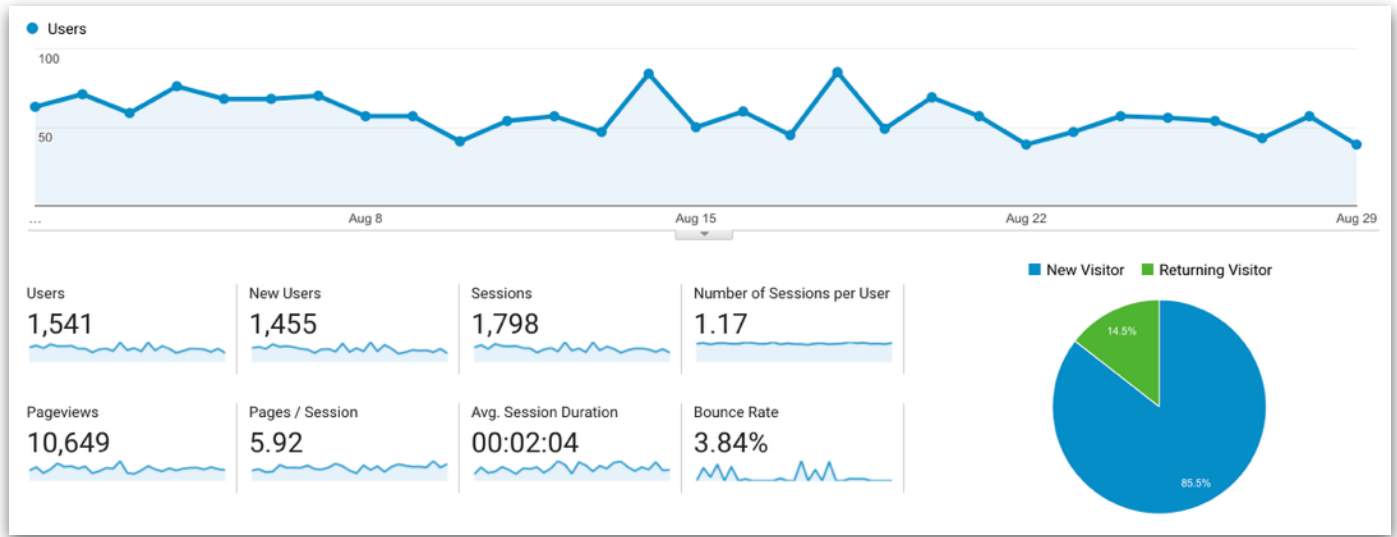
TAGGED



10 Images Posted in August

Total growth of followers from 1024 to 1036 (+12)

WEBSITE - AUGUST 2018



Highlights

1541 Website Users in August, up 25% from last year's 1226
 10649 Total Pageviews in August, up 14% from last year
 71% Traffic from Google Search

Top Pages

- Home (1832 Views)
- Tasting Rooms (1708 Views)
- Accommodations (996 Views)
- Restaurants (982 Views)
- Events (714 Views)
- Shopping (384 Views)
- The Winery Lofts (280 Views)
- Abbey Road Farm Silo Suites (175 Views)
- Barrel 47 (160 Views)
- Mayla Thai Food (156 Views)
- The Horse Radish (156 Views)
- Carlton Cottage (130 Views)
- September Lodging Promotion (120 Views)

Top Locations of Viewers

- Oregon (789)
- Washington (190)
- California (91)
- Texas (49)
- Colorado (20)
- Illinois (25)

No visits from these states: Wyoming, South Dakota, Nebraska, Arkansas, Mississippi, South Carolina, West Virginia, Maine, Vermont, Rhode Island :(