



**CITY OF CARLTON
VISIT CARLTON TOURISM COMMITTEE AGENDA
TUESDAY, AUGUST 1, 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>
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2. Agenda Items	4 – 23
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6) Member Vacancy – Applicant Review & Recommendations	17 – 23
7) Fall/Winter Promotional Campaigns – General Discussion & Updates	25 – 32
• Welcome Banners	--
• Historical Walking Tour	25 – 26
• Billboard Advertisement – Outfront Media	27 – 32
• Halloween	--
• Christmas in Carlton	--
3. September 5, 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: Agenda Topics
Date: June 25, 2018

1. Approval of Minutes – July 17, 2018

A draft copy of the July 17 meeting minutes is attached for review and approval.

2. Tourism Fund Financial Report

Review the Tourism Fund's monthly financial reports from July 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. Discussions about programs and rates for adding businesses outside of Carlton city limits to advertise on Visit Carlton were tabled from the April 4th meeting and still need to be addressed.

4. 2018 Northwest Food & Wine Festival Update

Kathy Rich will report on her negotiations with Chris Finks for a reduced participation fee in this year's event on November 10, 2018 at the Oregon Convention Center. Promotional material for this year's event was received from Chris Finks and included in the packet.

5. Ladd Monument Project Recommendation for Council

Shirley Ward-Mullen and Kathy Rich to provide samples of the proposed plaque and mount, biography text, a site plan for placement, possible local vendors, and costs for the plaque. The deadline for spending the restricted fund grant money received from the Yamhill County Cultural Coalition is December 31, 2018 and a final report submitted within 30 days of completion of the project. Once the committee has discussed options, a recommendation for City Council approval must be approved to forward for their August 21, 2018 meeting.

6. Member Vacancy – Applicant Review & Recommendations

Carrie Simonson and Justin Hovey's terms expired on June 30, 2018. Carrie applied for reappointment which the City Council approved at their July 3, 2018 meeting. Justin Hovey did not apply which created a vacancy on the committee for a three-year term expiring on June 30, 2021. Staff posted the vacancy notice on July 6, 2018. Three applications were submitted by the deadline from Michael LeClair, Lynn Van Horn, and Joka-Elisabeth Moreé. The committee shall review the applications and speak to any candidates that attend the meeting and make appointment recommendations to the Mayor for their August meeting.

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**

Staff was directed to mark selected light for possible installation of the 10 welcome banners and brackets that were completed by the vendor. The city manager will contact the vendor to ask about rates and timelines for an additional 10 banners for approval by the committee. If approved, arrangements will be made for installation of all 20 banners when completed. A sample of the completed banners and bracket were requested to be made available to the committee before deciding to order additional.

- **Historical Walking Tour**

Shirley Ward-Mullen will provide quotes and fees for digitizing audio and video cassettes and possible voice-over fees for local woman to record historical information and stories for the walking tour application. Brian Richardson is to provide a scope and fee for phase work to develop the walking tour project.

- **Billboard Advertisement – Outfront Media**

Leigh Deinert contacted the city for the second time about a billboard advertising opportunity. Rate material are to



be included in the packet for discussion.

- **Halloween**

Initial planning, task assignment, and fund release is needed for the promotion for the annual Halloween events, including setting dates/times for events, recruiting volunteers, selecting an organizer, determining scarecrow and pumpkin carving contest details, guidelines, and prizes, and coordination of downtown businesses, candy distribution, and crossing guards for the parade and downtown trick-or-treating. The decision to move the trick-or-treat night activities to Saturday last year, instead of during the weekday on October 31st, was not well-received or well-attended last year. A recap of Halloween events last year included complaints about the duration of the event being too short, a lack of organization and communications for event details, and value of boosting the event on social media through tourism.

- **Christmas in Carlton**

Initial planning is needed regarding level of participation, promotion, and coordination with the City, Carlton Business Association, and Ken Wright Cellars for Christmas in Carlton events, activities, lights, decorating contests for businesses and residents, carolers, tree-lighting, advertising, and room vouchers. Concerns from last year included notification to City of certain events on city streets, extending the duration of the lodging voucher promotion, and lack of visibility and coordinated promotion for Christmas events prohibiting the attraction of visitors to town.

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.



Visit Carlton Tourism Committee Minutes
JULY 17, 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, Secretary Julie Rabung, 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 Pat Swanick (Carlton Business Association)

2. AGENDA ITEMS

1) Approval of Minutes – June 6, 2018

3:01 PM

MOTION: Andrus/Ward-Mullen to approve the Visit Carlton Tourism Committee minutes from June 6, 2018, as submitted. Motion carried (4 Yes/0 No/2 Absent [Oriet, Simonson]/0 Abstain/1 VACANT).

2) Tourism Fund Financial Reports

3:02 PM

Christy Martinez reviewed the tourism fund financial report for the month of June 2018 noting that the reports are considered draft versions until the final audit is received (see agenda packet).

3) Visit Carlton Social Media Campaign

3:03 PM

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

4) Social Media Personal Services Agreement Renewal – Vinbound Marketing

3:05 PM

Richardson said his contract for social media services was renewed under the same terms for one more year.

5) Community Grant Program Request – Pat Swanick, Carlton Crush (CBA)

3:06 PM

Pat Swanick represented the Carlton Crush event committee and requested a \$2,000 tourism fund grant for the Carlton Business Association's event on September 8, 2018. Swanick reported the charitable event is self-sustaining and benefits local non-profits and marketing efforts will focus on guests attending as a weekend activity and staying overnight at local lodging businesses. Christy clarified administration stipulations and receipt submittal procedures for reimbursement and requested future requests for tourism funds only include uses for advertising, not administrative costs, since all expenditures must be related to tourism.

MOTION: Andrus/Ward-Mullen to approve the grant request of \$2,000 to the Carlton Business Association for marketing expenses related to the Carlton Crush Harvest Festival on September 8, 2018. Motion carried (4 Yes/0 No/2 Absent [Oriet, Simonson]/0 Abstain/1 VACANT).

6) 2018 Northwest Food & Wine Festival

3:09 PM

Andrus commented participation in the event did drive some business to her tasting room and she received feedback that the promotion and exposure of Carlton is why those visitors came to town. She questioned the amount and whether Visit Carlton truly needed to be that big of a sponsor, suggesting other heavier participants can carry the expense. Discussions followed about the second year not being as heavily attended, the benefits of attending as a region together, reducing the level of sponsorship and allocating those extra funds to social

media promotion through Visit Carlton or a billboard advertisement related to festival attendance, and the radio and television advertising spots that come with the festival sponsorship.

7) Ladd Monument Project Update

3:20 PM

Rich reported the tourism fund has the \$2,500 restricted grant funds available to order and install the plaque, although they did not receive the AARP or Walking Tour grants. Discussions followed about the deadline for spending the Yamhill County Cultural Coalition funds, the draft text developed for the plaque, and mounting selections. Durham suggested the selections for this project should be attractive and recognizable by visitors, so they can be used by the City for future monuments to create consistency. He gave examples of other well-known statues with historical content on audio recordings and encouraged the committee to make sure all historical areas around town fit together for the walking tour. Durham also suggested requesting City Council approval on the plaque and mounting so they will also be deciding on what may need to be spent to improve the area around the monument. Discussions followed about gathering samples of plaques, local vendor quotes, draft verbiage for the plaque, site plans, pricing and styles, and the deadline for spending the restricted grant funds for presentation to the Council at their August meeting. Rich passed around the draft artwork for the postcard that will be used as part of the walking tour project and application (see meeting record).

8) Vacancy Advertisement

3:53 PM

Nelson reported the vacancy announcement was published and two applications received. The committee will review the applications, interview candidates, and make recommendations at the August 1st meeting and the Mayor will make appointments based on those recommendations and with City Council approval at their August 21st meeting.

9) Spring/Summer Promotional Campaigns – General Discussion & Updates

- **Welcome Banners**

3:41 PM

Rich reported the banners and brackets are complete and the vendor will provide a complimentary installation because of the delay. Discussions followed about which 10 lampposts to install the banners onto. There were arguments for and against banners on Monroe Street and to focus on Main Street with maybe a few on Kutch and Pine Street. Durham suggested the public works director would need to determine the most appropriate lampposts to receive banners with input from the committee communicated, once 10 lampposts are marked, staff will email the committee members to view the selected lampposts and comment. Durham will also contact the vendor to determine a timeline to produce an additional 10 banners and brackets and have all 20 installed at the same time for approval at the August meeting. Discussions followed about initial goal for the banners and long-term goal to rotate banners out with the change of seasons verses doubling the initial banner order to show how great they look and encouraging other businesses to purchase the seasonal banners in the future. The goal is to get the banners installed before Carlton Crush in September. The committee requested to see a sample of the completed banners first for a quality check before ordering more.

- **Historical Walking Tour**

3:27 PM

The committee discussed recording a voiceover from a local resident and using historical recordings already in our possession to be incorporated with the walking tour application and possibly at historical locations or monuments. Shirley Ward-Mullen will provide quotes on digitizing and voiceover fees at the next meeting.

- **Postcard Artwork**

3:32 PM

Get copy of draft started for record. Will not be to scale and will be added to. The final figure would be about \$1,500, the draft covers the first \$800 so far. Shirley to work on getting quotes for digitizing historical material, video, and audio files. Need a proposal of scope and fee for stages and progression for work to input into app at the next meeting. Mercedes Cook and Jeremiah – she does voice recording professionally.

- **Room Voucher Promotion for Upcoming Events**

3:54 PM

The committee agreed by consensus to allow 20 vouchers for \$50 each to be advertised for use during the Carlton Crush event for a total of \$1000 in reimbursement to local lodging businesses that honor that discount for room stays during that weekend.

3. AUGUST 1, 2018 AGENDA ITEMS

- **NW Food & Wine Festival Update**
 - Rich to provide follow-up on participation fee reduction.
- **Ladd Monument Project**
 - Rich and Ward-Mullen to provide samples of proposed plaque, mount, and draft biography text for Ladd Fountain, site plan, quotes from local vendors, and the deadline for spending the restricted grant funds for committee to consider and prepare a recommendation to City Council.
- **Welcome Banners**
 - Staff to provide update on follow-up with vendor for samples and timelines for additional 10 and mark lampposts for installation.
- **Historical Walking Tour Project**
 - Ward-Mullen to provide quotes on digitizing audio/visual cassettes and voiceover fees from Mercedes Cook.
 - Richardson to provide scope and fee for phase work outside of current contract.
- **Billboard Advertising**
 - Staff to request fees and locations from Outfront Media for billboard advertising for the committee to consider.

Julie Rabung will not be available to attend the August 1st meeting.

4. ADJOURNMENT

The meeting adjourned at 4:08 PM.

APPROVED by the Visit Carlton Tourism Committee on August 1, 2018.

ATTEST:

Jennifer L. Nelson, City Recorder

Kathy Rich, Chair

City of Carlton - Tourism Committee
Fiscal Year 2018 - July 2018 Financial Report






























































			FY19 Budget	Current Month	YTD Actuals
	FY18 Beginning Resources Available		17,393		0
	FY18 TRT Revenue		27,300	5,075	5,075
	Interest		400	0	0
	Total Revenue		27,700		5,075
	Total Resources (Revenue + Beginning Resources)		45,093		\$5,075
	FY19 Tourism Expenses				
Invoice Period	Invoice	Amount			
7/11/2018	Vinbound Marketing	850			
	Year to Date Expenses	\$850			

Visit Carlton Social Media & Website Report

Prepared by: Brian Richardson, Vinbound Marketing

July 2018

FACEBOOK POSTS - JULY


Published	Post	Type	Targeting	Reach <i>i</i>	Engagement	Promote
07/27/2018 8:00 am	 There will be four telescopes set up tonight from 9-11pm			502 	15 20 	Boost Event
07/26/2018 3:20 pm	 There are some great wine events happening this			283 	7 7 	Boost Event
07/24/2018 1:49 pm	 Coming to the Oregon Wine Country Half Marathon or			4.3K 	78 24 	View Promotion
07/22/2018 3:19 pm	 Lemon blueberry ginger tart... The deliciousness can be			1.2K 	41 69 	Boost Post
07/20/2018 1:24 pm	 A 12-hole frisbee golf course awaits you in Carlton's			2.1K 	82 95 	Boost Post
07/17/2018 8:54 am	 Summer nights in the Carlton countryside 🇪🇸			1K 	14 70 	Boost Post
07/15/2018 8:10 pm	 You can stay in this beautiful downtown Carlton home on			1.9K 	248 88 	Boost Post
07/13/2018 6:22 am	 Friday Nights are Vault Nights at Carlton's Pike Road			213 	1 1 	Boost Event
07/12/2018 8:33 pm	 FUEL Mobile Kitchen will be parked at Cana's Feast			195 	1 2 	
07/10/2018 9:37 am	 In the pursuit of bringing an Observatory to Carlton, the			134 	7 3 	
07/08/2018 6:32 pm	 Carlton is well known for Pinot Noir, but did you know			239 	115 48 	Boost Post
07/05/2018 8:13 am	 "Fireworks" over Carlton for the Fourth of July!			692 	17 32 	Boost Post
07/03/2018 9:06 am	 Looks like a great week of weather ahead... find yourself			822 	23 34 	Boost Post
07/01/2018 8:49 pm	 Didn't get tickets to the sold-out We Three concert at Ken			1K 	28 19 	

14 Posts in July (through July 27). Topics include Carlton Corners patio, Tempranillo from Stone Griffon, the Carlton Observatory Project, Cana's Feast food cart, a link to the accommodations in Carlton page on our website, Pike Road Vault Nights, the new frisbee golf course sign in lower Park, Carlton bakery, upcoming September events and lodging promotion, and various beautiful sunset and countryside photos.

Growth of Followers from 5609 on July 1 to 5743 July 27 (+134 Followers)


TOP PERFORMING FACEBOOK POSTS - JULY

Visit Carlton September Lodging Promotion boosted with \$50



Visit Carlton
Published by Brian Richardson [?] · July 15 at 8:10 PM · 🌐

You can stay in this beautiful downtown Carlton home on your next visit to Oregon wine country! Check out all the amazing Carlton B&Bs and vacation rentals on our website: <http://www.visitcarlton.com/stay-accommodations-carlton/>



Performance for Your Post

1,852 People Reached

88 Reactions, Comments & Shares ⓘ

70 Like	50 On Post	20 On Shares
7 Love	4 On Post	3 On Shares
1 Wow	1 On Post	0 On Shares
5 Comments	2 On Post	3 On Shares
5 Shares	5 On Post	0 On Shares


248 Post Clicks

25 Photo Views	90 Link Clicks	133 Other Clicks ⓘ
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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 [?] · July 24 at 1:49 PM · 🌐

Coming to the [Oregon Wine Country Half Marathon](#) or [Carlton Crush Harvest Festival](#)? Stay overnight in Carlton August 31/September 1 and September 7/8 and save \$50 per night at participating B&Bs and Vacation Rentals!



VISITCARLTON.COM

Carlton September Lodging Promotion - Visit Carlton Learn More

4,332 people reached ⓘ

Boost Again

Performance for Your Post

4,332 People Reached

24 Likes, Comments & Shares ⓘ

15 Likes	10 On Post	5 On Shares
7 Comments	7 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

78 Post Clicks

0 Photo Views	42 Link Clicks	36 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



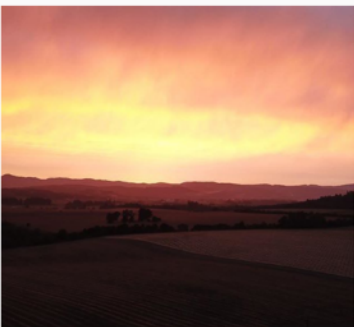



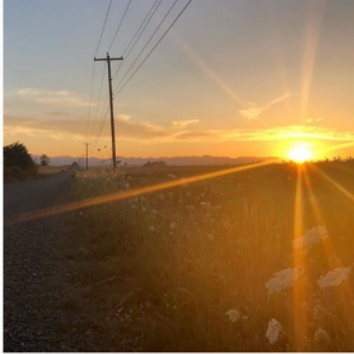


INSTAGRAM - JULY

visitcarlton Edit Profile

253 posts 1,024 followers 687 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

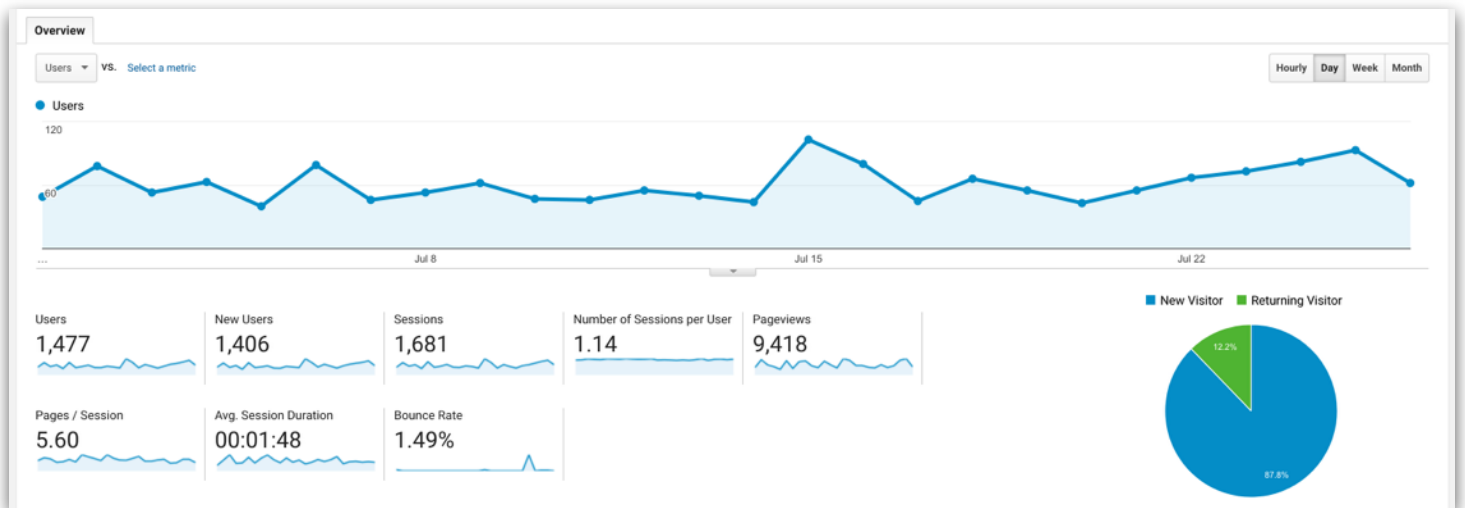
POSTS IGTV SAVED TAGGED



9 Images Posted in July

Total growth of followers from 1007 to 1024 (+17)

WEBSITE - JULY 2018

**Highlights**

- 1477 Website Users in July (July 1-July 27), up 40% from last year
- 9418 Total Pageviews in July 2018, up 5% from last year
- 87% (1406) are first-time users to the website
- 664 on Mobile Devices, 647 Desktop, 167 Tablet

Top Pages

- Home (1486 Views)
- Tasting Rooms (1267 Views)
- Accommodations (1165 Views)
- Restaurants (813 Views)
- Events (663 Views)
- The Winery Lofts (302 Views)
- Abbey Road Farm Silo Suites (251 Views)
- Shopping (218 Views)
- Carlton Farmhouse (160 Views)
- Mayla Thai Food (144 Views)
- September Lodging Promotion (144 Views)
- Barrel 47 (140 Views)
- Carlton Cottage (122 Views)
- The Horse Radish (116 Views)
- Carlton Winemakers Studio (112 Views)
- Omero Cellars (96 Views)
- Canas Feast Winery (90 Views)
- Ken Wright Cellars (88 Views)
- Carlton & Coast Tavern (72 Views)
- Gypsy Dancer (67 Views)
- Cuvee (66 Views)
- Carlton Bakery (63 Views)



INVOICE SPONSOR 17-07-01-18-CARLTON

CLIENT: City of Carlton Tourism Committee

Attn: Kathy Rich

07.01.18 Sponsorship for 2018 NW Food & Wine Festival

TOTAL

\$ 5,000.00

-\$1,000.00 Discount 20%

\$4,000.00

Payment due upon receipt. Thank you for your business and support! Please remit payment to:



14000 Northwest 29th Avenue Vancouver, WA 98685
Phone: 971-470-0821 Fax 971-245-2381



INVOICE SPONSOR 17-07-12-18-CARLTON

CLIENT: City of Carlton Tourism Committee

Attn: Kathy Rich

07.01.18 Sponsorship for 2018 NW Food & Wine Festival

TOTAL

\$ 5,000.00

\$5,000.00

Payment due upon receipt. Thank you for your business and support! Please remit payment to:



14000 Northwest 29th Avenue Vancouver, WA 98685
Phone: 971-470-0821 Fax 971-245-2381



P.O. Box 493, McMinnville, OR 97128
www.yamhillcountyculture.org

December 1, 2017

Carlton Foundation/ City of Carlton, 191 E. Main St. Carlton OR 97111
Kathleen Rich- Ladd Monument Fountain Rehabilitation

Congratulations on your application for a 2018 grant from the Yamhill County Cultural Coalition (YCCC). We are pleased to inform you that \$2,500 has been awarded toward your project. YCCC receives funding from the Oregon Cultural Trust to re-grant locally. This year we received additional funds from the Oregon Community Foundation..

Please carefully read this agreement and mail a signed copy before December 31, 2017 to: Yamhill County Cultural Coalition, P.O. 493, McMinnville, OR 97128. Keep a copy for your files as reference. YCCC will send the grant check after a signed copy of this agreement is received.

By accepting this grant award you are agreeing to the following requirements:

The entire amount of the grant must be spent on the purposes stated in the grant application and must be used by December 31, 2018. Any changes in the project scope, associated personnel or any other changes that would affect the execution of this project should be communicated to YCCC as soon as possible.

A member of the YCCC Grant Committee will be assigned to serve as your liaison for all communication and questions regarding your grant. They will contact you in early 2018 to introduce themselves and will continue to check in with you periodically for updates on your progress..

Each summer, YCCC hosts an annual "Thank You Party" for grantees and donors where you will have an opportunity to briefly describe your project. You will receive information about this well in advance so that you or a representative from your organization can plan to attend and give a brief report.

One of YCCC's goals is to broaden cultural opportunities in our county. In all of your printed materials, such as posters, flyers, programs, please include the logos of Yamhill County Cultural Coalition, Oregon Cultural Trust, and Oregon Community Foundation and identify them as grant contributors. Digital logos from each of these organizations will be emailed to you. For projects that involve physical improvements, we request that you include a visual acknowledgement of the funders (e.g. plaque, framed sign, etc).

You must submit a final report with details of your grant project, including final budget information and digital photos. YCCC is required by our funders to provide key information about each grant and we rely on your timely reporting. Please submit your final report within 30 days of completing your project. Requirements for the final report are included with this award letter.

On behalf of the YCCC board I wish you every success in your project and congratulate you on the contribution that you are making to enriching cultural in Yamhill County.

Chad Olsen, City Manager

Carlton Foundation / City of Carlton

Kathy Rich, Visit Carlton Tourism Committee Chair

Please print name & title of primary grant contact person

Signature

Date

Peggy Hanson

YCCC Grants Committee Chair / peggyhanson@gmail.com 503-443-0330



Yamhill County Cultural Coalition 2018 Grant Final Report Requirements

KEEP THIS INFORMATION AS A REFERENCE WHEN COMPLETING YOUR FINAL REPORT!!

YCCC receives funding from the Oregon Cultural Trust and other foundations who require us to report on all funds distributed. We rely on you to submit a complete and timely final report.

Your final report must be submitted within 30 days of completion of the project. We encourage you to document your project as it unfolds and keep a file of necessary items for the final report.

Please submit your final report electronically. It must include all of the information listed below. In addition, please provide copies of any ads, posters, publicity materials, event programs etc. along with at least 3-4 digital photos. By providing these photos you are giving permission for them to be used on the YCCC website and other promotional uses. If you have any questions about the final report please contact your grant liaison and they will be happy to assist.

YCCC Grant Final Report should include the following information:

1. An overview summary of the completed project.
2. A complete actual budget including final costs, in the same table format as on the application.
3. Identification of all sources of income for the project including the names of contributors and the amount of the contribution.
4. A description of the audience served (include number of participants, age, gender, ethnicity, etc).
5. A description of the evaluation method(s) used to measure the success of your project and the results.
6. What contributed to or impeded the success of the project? What would you have done differently? What are the future plans for this project / program?
7. A description of the impact of your project on the target audience, community and/or on your organization. Did it meet your expectations?
8. Identify any partners and their role in the project.

191 E. Main St.
Carlton, OR 97111



Phone (503) 852-7575
FAX (503) 852-7761

ADMINISTRATION DEPARTMENT

PRESS RELEASE DATE: JULY 18, 2018

COMMITTEE VACANCY

VISIT CARLTON TOURISM COMMITTEE MEMBER (Volunteer)

The City of Carlton is currently seeking applicants to fill one (1) vacancy on the Visit Carlton Tourism Committee with a term expiring on June 30, 2021.

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

The Visit Carlton Tourism Committee consists of the Mayor of the City of Carlton and not less than five members appointed by the City Council. The committee shall include one additional member of the City Council and not less than four at-large members. At large members shall be generally representative of the tourism and hospitality interests represented in the community (i.e. lodging, wineries, restaurants, retail, etc). Preference will be given to applicants that represent lodging businesses or the interests of lowest representation by the current membership.

The position is a volunteer and the appointment will become effective immediately upon Council approval of the Mayor's selection. **Meetings are held the first Wednesday of each month at 3:00 PM at the Carlton City Hall, Council Chambers, 191 East Main Street, Carlton, Oregon.**

If you are interested in the Visit Carlton Tourism Committee position, you may download the City of Carlton Application for Boards/Commissions from the city's website www.ci.carlton.or.us/jobs or pick up an application at Carlton City Hall.

Please mail, email, fax or drop off your application to:

Jennifer Nelson, CMC
City Recorder
191 E. Main Street, Carlton, OR 97111
Fax: (503) 852-7761
jnelson@ci.carlton.or.us

To be considered during the first review of applications, please submit on or before:

Thursday, July 26, 2018 by 4:00 PM

Applications will be accepted until the position is filled.

IMPORTANT DATES:	First review of applications	July 27, 2018
	Committee interviews	August 1, 2018
	<i>(if more than one application received)</i>	
	Appointments approved by City Council	August 21, 2018

The City of Carlton is an Equal Opportunity Provider

The City of Carlton employment decisions are made without regard to race, color, gender, national origin, religion, marital status, age, prior industrial injury, mental or physical disabilities unrelated to job performance, veterans, or any other status protected by federal, state or local laws.



Application for Boards/Commission

Contact Information

Name: Michael LeClair
 Street Address: [REDACTED]
 Mailing Address: PO Box [REDACTED] Yamhill, Or. 97148
 City/State/Zip Code: Carlton, Or. 97111
 Home Phone: 503-852-[REDACTED]
 Work Phone:
 E-Mail Address: [REDACTED]@yahoo.com

Background

Years of Residence in Carlton: 20
 Place of Employment: Lil' Queenie
 Occupation: Retired
 Educational Background: BA Marietta College

Prior Civic Activities:
 1986-1991 Mayor Yamhill
 1991-1993 Municipal Court Judge Yamhill
 1995-1998 Mayor Yamhill
 2005-2016 Postmaster Yamhill
 2010-2014 YC School Budget Committee

Boards/Commissions of Interest

Please check which Boards/Commission your requesting to serve on:

- | | |
|--|---|
| <input checked="" type="checkbox"/> City Council | <input checked="" type="checkbox"/> Visit Carlton Tourism Committee |
| <input type="checkbox"/> Budget Committee | <input type="checkbox"/> Ad-hoc Advisory Committee |
| <input type="checkbox"/> Planning Commission | |

Special Skills or Qualifications

Summarize any special training, skills or experience you may have pertinent to the Board/Commission to which you are applying.

Experience gained in prior activities.

Motivation

Discuss your motivation for serving on this Board/Commission.


retirement has given me extra time.

Special Notice

Please be advised that members of the City Council and Planning Commission are required to file an annual **Statement of Economic Interest** with the State of Oregon. A sample reporting form is available from Carlton City Hall indicating the type of information you will be required to disclose if you are appointed.

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a volunteer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	Michael D. LeClair
Signature	
Date	7/6/2018

Our Policy

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Thank you for completing this application form and for your interest in volunteering with us.

Application for Boards/Commission

Contact Information

Name:	Lynn Van Horn
Street Address:	[REDACTED]
Mailing Address:	
City/State/Zip Code:	Carlton, OR 97111
Home Phone:	503 [REDACTED]
Work Phone:	
E-Mail Address:	[REDACTED]@gmail.com

Background

Years of Residence in Carlton:	12+
Place of Employment:	Carlton Winemakers Studio
Occupation:	Tasting Room Associate
Educational Background:	Penn State University, BA Communications, 1987 Eastern Washington University, BS Biology, 1996
Prior Civic Activities:	YCES PTO YCES Greenhouse Project YCTC Preschool YCES Art and Science Fair YCIS Robotics League Flavors of Carlton Auction Committee Juliettes House Auction Committee CBA Adult Prom Committee

Boards/Commissions of Interest

Please check which Boards/Commission your requesting to serve on:

- | | |
|--|---|
| <input type="checkbox"/> City Council | <input checked="" type="checkbox"/> Visit Carlton Tourism Committee |
| <input type="checkbox"/> Budget Committee | <input type="checkbox"/> Ad-hoc Advisory Committee |
| <input type="checkbox"/> Planning Commission | _____ |

Special Skills or Qualifications

Summarize any special training, skills or experience you may have pertinent to the Board/Commission to which you are applying.

BA Communications (advertising), Penn State, 1987

currently employed in local wine and hospitality industry

community organizing (moreland monster march)

Motivation

Discuss your motivation for serving on this Board/Commission.

I believe Carlton possesses terrific potential in infrastructure, business, and people. I'm interested in promoting all the best our village has to offer to a wide and diverse market in an effort to increase overall economic vitality. I'd like to be part of the group that steers the short and long term vision of Carlton as a Pacific NW destination town.

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Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a volunteer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	lynn van horn
Signature	
Date	07/01/18

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Thank you for completing this application form and for your interest in volunteering with us.



Application for Boards/Commission

Contact Information

Name: *Joka-Elisabeth Moree*
 Street Address: [Redacted]
 Mailing Address: *P.O. Box [Redacted]*
 City/State/Zip Code: *Carlton 97111*
 Home Phone: [Redacted]
 Work Phone: [Redacted]
 E-Mail Address: *[Redacted]@gmail.com*

Background

Years of Residence in Carlton: *since dec-2016*
 Place of Employment: *Carlton Inn*
 Occupation: *Innkeeper*
 Educational Background: *college ballet flower shop, nursing; Alzheimer's care*
 Prior Civic Activities: *Fundraising in Laguna*

Boards/Commissions of Interest *Social committee*

Please check which Boards/Commission your requesting to serve on:

- City Council
- Budget Committee
- Planning Commission
- Visit Carlton Tourism Committee
- Ad-hoc Advisory Committee

Special Skills or Qualifications

Summarize any special training, skills or experience you may have pertinent to the Board/Commission to which you are applying.

*Hospitality: Restaurants Innkeeper
Social Committee*

Motivation

Discuss your motivation for serving on this Board/Commission.

*Love to make a contribution to this
great little town, now my community.*

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Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a volunteer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)

Toka-Elisabeth Moree

Signature

Date

July 22, 2018

Our Policy

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Thank you for completing this application form and for your interest in volunteering with us.



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VINBOUND MARKETING / VISIT CARLTON COMMITTEE

CARLTON HISTORY PROJECT: SCOPE & FEES

Objective

To promote awareness of the history of Carlton by digitizing and making easily accessible historical photos, audio and documents

Project 1: Digitizing Historical Photos and Audio

Option #1: Buy a high quality scanner (\$300) and pay someone \$x/hr to digitize and organize into folders

Option #2: Send all materials to EverPresent (everpresent.com) for their professional team to digitize all materials. Costs are:

Images: 60 cents to \$1.20 per image, slide or negative

Audio: \$24/tape

\$30 see handling fee

Total Estimated Cost: \$1500



Project 2: Carlton History Website

Built as a subdomain (history.visitcarlton.com), this is essentially an independent website that is entirely devoted to presenting our digitized materials. Offering much more content than the walking tour can, this is a full-scale site offering image galleries, then/now images, audio, documents, etc. of all the digitized historical documents. In one section of the site, the illustration that has been created for us can be clicked on and relevant historical images for each building will pop up.

Total: \$8000 paid to Vinbound Marketing, built on Wordpress and hosted on same server as current Visit Carlton website. \$6000 is the standard website build for Wordpress websites from Vinbound, with an additional \$1000 to capture then/now imagery throughout town and \$1000 to source and write text information (pulling from Reflections of Carlton book and historical society). 1/2 deposit is required upfront, with final \$4000 paid at the launch of website. A formal proposal and contract will be provided if committee wants to move forward. \$50/month ongoing maintenance costs.

Timeline: Vinbound is booked with winery website builds through Q4 2018. The website build would begin December 2018 and continue through January 2019.

Project 3: Carlton Walking Tour App

- Built on walking tour app technology Pocketsights.com. This is an actual app that needs to be downloaded to your phone. Once downloaded, opening the app will show all local walking tours, with Carlton at the top. PocketSights is built for organizations like ours looking to create self-guided walking tours.
- Viewers are shown satellite or map view of town with numbered points. As you walk, the information for each point will appear (historical images, etc), and a voiceover will play to describe the site. The voiceover also provides directions on where to walk next, and viewer location is always shown on the screen.
- There is a free version of the app, which should be sufficient, and an “enterprise” version which offers some additional features. Enterprise cost is not shown on the website and depends on scope of project.
- Cost to build on this technology is \$1000 to Vinbound (assuming Project #2 is approved), and \$X to Mercedes Cook for custom voiceover if desired (there is an automatic robot-generated voiceover provided by the app which sounds pretty good actually). Cost will be higher if the website is not approved, as text-creation and organization of digital images will need to occur.



Project 4: Printed Large PostCard with Illustration on Front, Historical Details on Back

- The card will be stocked at each Carlton business and will have basic historical information on each building shown in the illustration (illustration may require a numbered version)
- The card will explain how to download the app and begin the walking tour, and where to view more historical content on the Visit Carlton History website.
- Illustration Cost: \$TBD
- Design Costs for Back: \$TBD
- Printing Costs: \$TBD

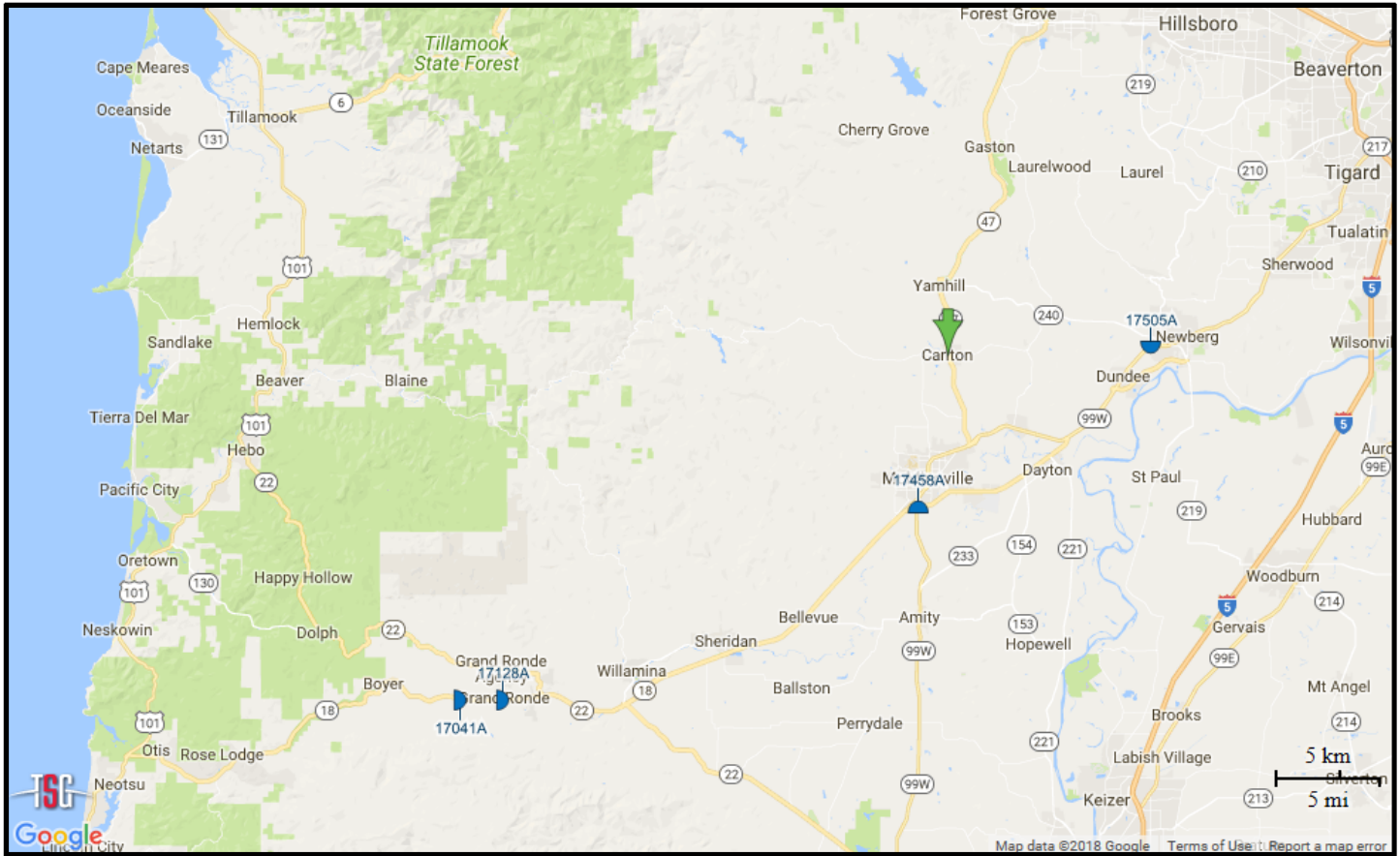




City of Carlton 07/24/18
Proposal #: 2707201
Prepared By: Deinert, Leigh

Market	City	Media	IMP 18+ Weekly	Inventory #	Location Description	Net Amount per Period	Period	Rate Card Value	Showing Level	Illumination (Y/N)	Start Date	End Date	Copy Size	Initial Install	Num of Units	Duration	Showing Type	Zip Code
Oregon	Grand Ronde	Bulletins	25,043	17128AO	N/L HWY 18 675 FT W/O GRAND RONDE RD W F/W	\$350/annual	4 Week	\$1,950.00	UNIT	Yes	8/13/2018	8/11/2019	12'x48'	\$1,250.00	1	52 Weeks	Regular	97347
Oregon	Newberg	Bulletins	98,142	17505AO	W/L HWY 99 45 FT S/O 2ND WAY N F/N	\$1,500.00	4 Week	\$1,950.00	UNIT	Yes	1/28/2019	1/26/2020	12'x24'	\$750.00	1	52 Weeks	Regular	97132
Oregon	McMinnville	Bulletins	98,223	17458AO	E/L HWY 99 40 FT N/O HWY 18 S F/S	\$750.00	4 Week	\$1,750.00	UNIT	Yes	10/29/2018	10/27/2019	12'x48'	\$1,250.00	1	52 Weeks	Regular	97128
Oregon	Grand Ronde	Bulletins	26,166	17041AO	S/L HWY 18 1.08 MI W/O FORD RD W F/W	\$600.00	4 Week	\$1,750.00	UNIT	Yes	8/13/2018	1/27/2019	12'x48'	\$1,250.00	1	24 Weeks	Regular	97347
Total Program Value: \$71,700.00																		
Total Program Net Cost: \$32,150.00																		

Production/Installation not included. This proposal does not secure space. Space can only be secured with a written contract. All space is subject to prior sale.



Icon	#	Unit	Location Description	Media	Market
	1	17128A	N/L HWY 18 675 FT W/O GRAND RONDE RD W	Bulletins	North West Non-Metro
	2	17505A	W/L HWY 99 45 FT S/O 2ND WAY N	Bulletins	North West Non-Metro
	3	17458A	E/L HWY 99 40 FT N/O HWY 18 S	Bulletins	North West Non-Metro
	4	17041A	S/L HWY 18 1.08 MI W/O FORD RD W	Bulletins	North West Non-Metro

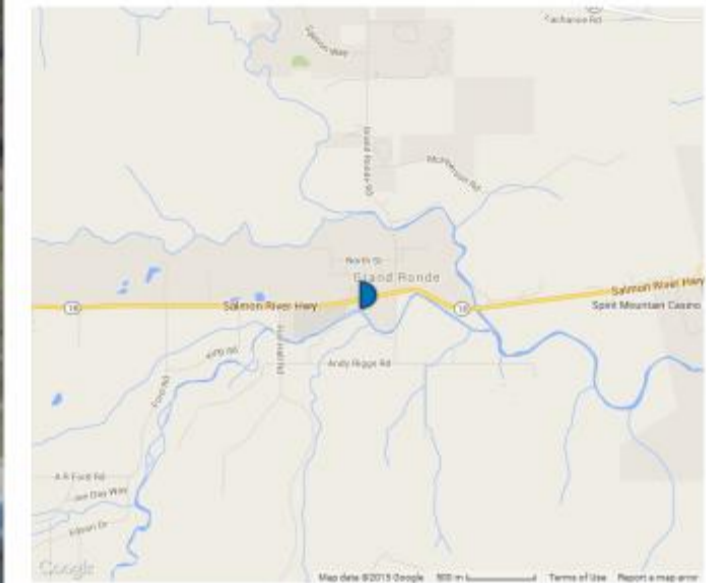
17128A

N/L HWY 18 675 FT W/O GRAND RONDE RD W F/W

North West Non-Metro



18+ Weekly Imp: 25,043
Size: 12'x48'
Area: Grande Ronde
Zip Code: 97347
Material: Vinyl
Extensions: Allowed
Illuminated: Yes
Latitude: 45.059059
Longitude: -123.611839
Spec Sheet: B8



geopath
verified



17505A

W/L HWY 99 45 FT S/O 2ND WAY N F/N

North West Non-Metro



18+ Weekly Imp: 98,142

Size: 12'x24'

Area: Newberg

Zip Code: 97132

Material: Vinyl

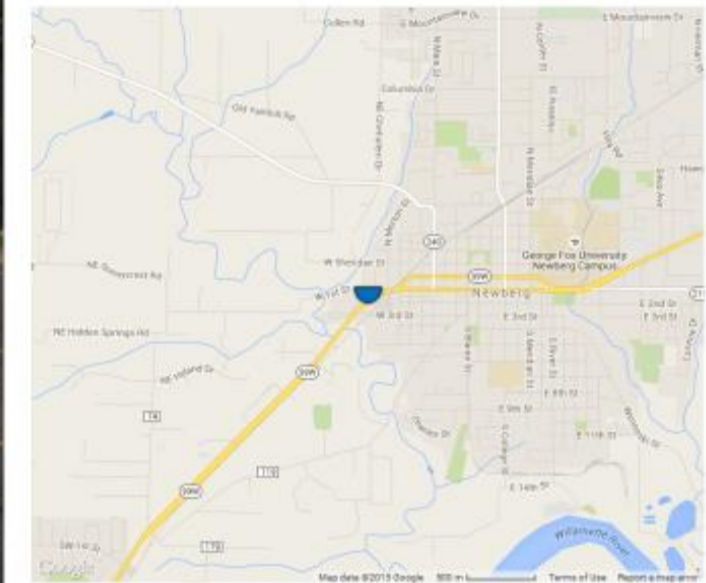
Extensions: Not Allowed

Illuminated: Yes

Latitude: 45.3

Longitude: -122.984962

Spec Sheet: B6



geopath
verified

Restrictions: Tobacco|Abortions|Cannabis|

17458A

E/L HWY 99 40 FT N/O HWY 18 S F/S

North West Non-Metro



18+ Weekly Imp: 98,223

Size: 12'x48'

Area: McMinnville

Zip Code: 97128

Material: Vinyl

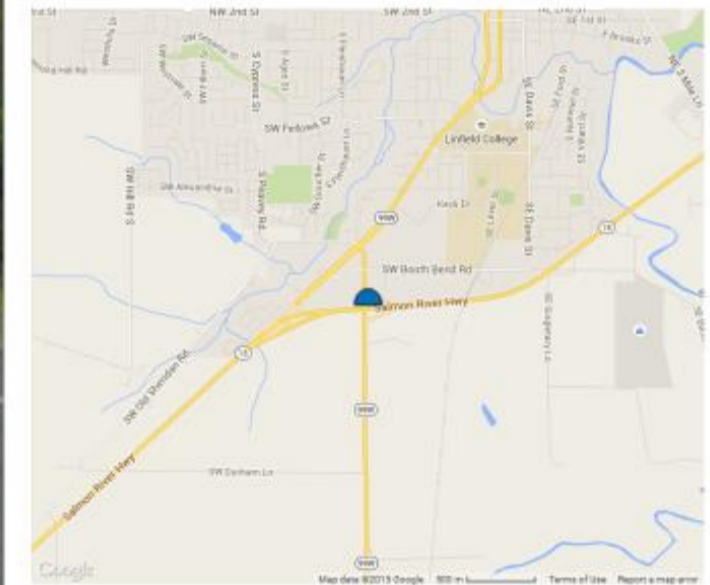
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Illuminated: Yes

Latitude: 45.191181

Longitude: -123.209653

Spec Sheet: B8

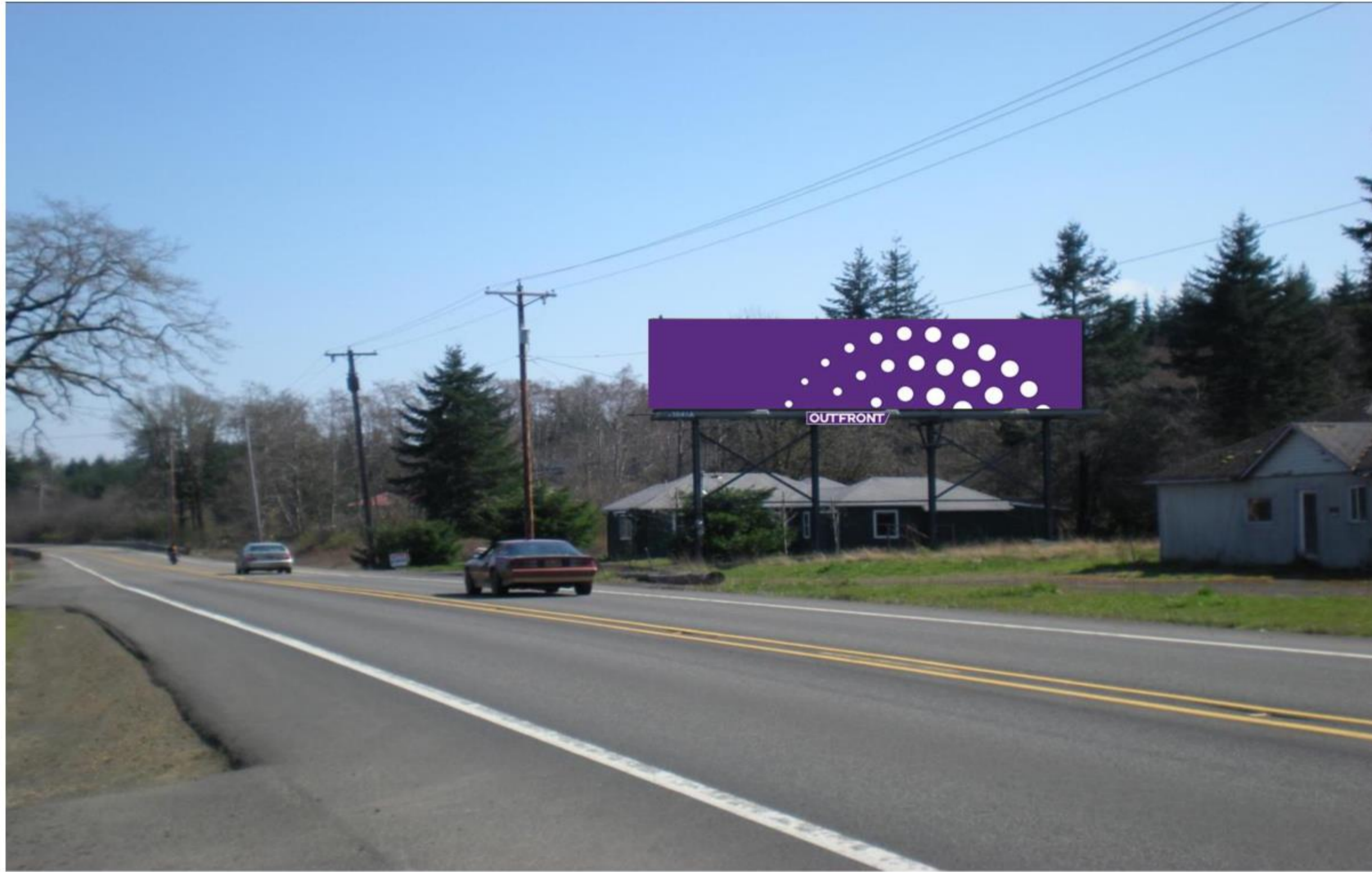


geopath
verified

17041A

S/L HWY 18 1.08 MI W/O FORD RD W F/W

North West Non-Metro



18+ Weekly Imp: 26,166

Size: 12'x48'

Area: Grande Ronde

Zip Code: 97347

Material: Vinyl

Extensions: Not Allowed

Illuminated: Yes

Latitude: 45.058956

Longitude: -123.652625

Spec Sheet: B8



geopath
verified