



**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