



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