



Visit Carlton Tourism Committee Minutes
OCTOBER 3, 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 (3:02 PM), Christine Andrus, Julie Rabung, Michael LeClair, and Lynn Van Horn

Staff Present: City Manager Dennis Durham and City Recorder Jennifer Nelson

Others Present: Brian Richardson (Vinbound Marketing)

2. AGENDA ITEMS

1) Approval of Minutes – September 5, 2018

3:01 PM

MOTION: Andrus/Rabung to approve the Visit Carlton Tourism Committee minutes from September 5, 2018, as submitted. Motion carried (7 Yes/0 No/2 Absent [Moree, Simonson]/0 Abstain).

2) Tourism Fund Financial Reports

3:02 PM

Rich reviewed the tourism fund financial report for the month of September 2018 (see official meeting record). Andrus asked if anyone reached out to the vendor for other promised 10 banners and wondered if the invoice payment should have been held. Discussions followed about comments on report made by the finance director.

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

3:07 PM

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

4) 2019 Programs & Budget

3:09 PM

Rich presented a working document for the 2019 budget planning and marketing efforts (see agenda packet). Rich reported she gave a presentation on the Ladd Monument project to the Yamhill County Cultural Coalition (YCCC) as part of the required activities under the grant agreement.

• **Historical Walking Tour**

3:13 PM

Rich reported quotes for this project were previously provided by Social Media & Website Manager Brian Richardson. Richardson tested the walking tour app but wasn't able to do much in order to prepare for a demonstration without the premium version. Durham asked if three quotes were solicited for professional services on this project other than Vinbound. Discussions followed about procurement, three quotes are required for professional services over \$1,000 and the city manager may authorize any expenditures under \$5,000 if previously proposed in the current budget. Richardson said he will obtain quotes from other online services and previous quotes on the four-phase breakdown will satisfy the procedure if they have a total of three, the web optimization may be able to be added to current contracted services by amendment, and the voiceover services are under \$1,000 so quotes are not required. Vinbound will need to provide a formal quote for the expansion of the Visit Carlton website to include a historic page and image map to amend his existing contract. Durham expressed concern that none of the expenditures mentioned have been approved through the budget process yet in order for him to approve them so a recommendation for City Council to approve any expenditures will be needed.

MOTION: Ward-Mullen/Andrus to approve the expenditure of \$900 from the tourism fund to receive voiceover services from Mercedes Cook for the historical walking tour project. Motion carried (7 Yes/0 No/2 Absent [Moree, Simonson]/0 Abstain).

Discussions on proposed budget expenditures for 2019 continued, including current fiscal year items not approved during the budget cycle. Oriet asked what contribution the tourism committee will make toward the Christmas lighting program downtown and discussions followed about breakdown of expenses and contributions from the City, businesses, donations, and grants. The committee reviewed and adjusted the proposed expenses for this fiscal year and next to determine what activities they wish to contribute to and at what level and how much would be left. Durham suggested the tourism committee split the \$15,000 city contribution in half with \$7,500 each since tourism funds are also city funds. Concerns for costs of a summer concert series were discussed and Durham noted that funds for that program would be split between two fiscal years. The lodging promotions proposed budget for 2019 was suggested to be reduced from \$2,000 to \$500 because of lack of previous participation. Available rooms and active vacation rentals were discussed with concerns about all transient room tax revenue being collected. Durham replied the city investigates properties as they are brought to the city's attention and may consider hiring a software company to monitor this and provide up-to-date information for permitting and tax collection purposes.

Discussions began about summer concert series and how to appropriately allocate funds between city, concession, and talent expenses through sponsorship, so it is not just a tax supported event. Concerns were expressed about the time needed to find sponsors. Durham suggested dedicating the December tourism meeting solely to developing a summer concert series program. Members shall contact the City of Newberg and the Young Professionals Group that sponsors their Tunes on Tuesday events before that meeting.

The destination boot camp line item was removed from the proposed budget for being unrelated to tourism.

5) Visit Carlton Website – Out-of-Town Advertising

This item was tabled until November.

6) Downtown Christmas Lighting Program Contribution

Discussions picked up about the tourism fund's contribution to the Christmas lighting program by reviewing what other entities are contributing. Rich suggested Visit Carlton contribute \$1,500, which is more \$500 more than the Carlton Business Association offered. Rabung mentioned the CBA has a much smaller budget and felt Visit Carlton should give more, she didn't know if the previously suggested \$7,500 was the right number but liked the idea of the lights being available for other events that will benefit both Visit Carlton and the CBA. Van Horn clarified with Durham that the first year is a larger cost as an initial investment and will be less in the future.

MOTION: Andrus/_____ to approve the expenditure of \$7,500 from the tourism fund to contribute to the city's holiday lighting program. Motion failed for lack of a second.

MOTION: Ward-Mullen/Andrus to approve the expenditure of \$5,000 from the tourism fund to contribute to the city's holiday lighting program. Motion carried (7 Yes/0 No/2 Absent [Moree, Simonson]/0 Abstain).

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

- **NW Food & Wine Festival**

Rich reported Visit Carlton will be attending the festival on November 10, 2018.

8) Grant Updates

4:04 PM

Rich mentioned applications for the Willamette Valley Visitors Association grant are open in October. Durham said the Ladd Monument plaque is scheduled to be installed by the end of next week.

Ward-Mullen will contact Mercedes Cook to have her forward a contract to city to execute.

3. NOVEMBER 7, 2018 AGENDA ITEMS

- **Historical Walking Tour Bids** – Review and consider quotes for each phase of project and a proposed amendment for the Vinbound Marketing contract.
- **Visit Carlton Website & Out-of-Town Advertising** – Continue discussions to allow businesses outside of city limits with a Carlton address to advertise on Visit Carlton venues for a fee.

4. ADJOURNMENT

The meeting adjourned at 4:06 PM.

APPROVED by the Visit Carlton Tourism Committee on November 7, 2018.

ATTEST.



Jennifer L. Nelson, City Recorder



Kathy Rich, Chair