

4.24.18

Good Day Yamhill County Commissioners,

This is a letter requesting your approval and recognition of Jeff Knapp, Executive Director of Visit McMinnville, as Yamhill County Tourism representative on the Willamette Valley Visitor's Association Board.

Since the dissolution of Travel Yamhill Valley as our County DMO, Yamhill County is left without a board position on the WVVA. This leaves our County in a position to not fully access the opportunities and benefits of the statewide tourism industry.

In the last few months a group of tourism stakeholders along with Commissioner Primozich have organized to regroup, restructure and rebuild connection of our county tourism assets and the connectivity to the statewide tourism infrastructure.

We have organized a diverse group of stakeholders including multiple Yamhill County DMOs, and lodging, dining and wine industry stakeholders to help form the committee to lead the charge on addressing tourism opportunities in Yamhill County. We call ourselves the Yamhill County Tourism Partnership.

This group is currently formalizing as an organization and will host public meetings, have consistent agendas and minutes and act as the communication chain back to local communities while we figure what structure will best serve Yamhill County Tourism.

We held a Yamhill County Tourism Stakeholder meeting last month with over 70 attendees and plan on holding a follow up in June to further our plan.

We ask that you support appointing Jeff Knapp as interim representative for Yamhill County on the WVVA board while we work toward a solution.

Sincerely,

Yamhill County Tourism Partnership

Accepted by Yamhill County  
Board of Commissioners on  
5/3/18 by Board Order  
# 18-139