

CEO

Visit McMinnville | McMinnville, OR





McMinnville

———— The Heart of Oregon ————

Wine Country

McMinnville, Oregon is a warmhearted city of about 33,000 residents located in the heart of [Oregon wine country](#). Our Willamette Valley town is not too close – or too far – from the bustle of Oregon’s largest cities, [Portland and Salem](#). McMinnville is the seat of Yamhill County and officially became a city in 1882. Fast forward to today, McMinnville is a hub for those who appreciate the laid-back style of a small town with great taste. With over [220 wineries](#) to sip at and an overwhelming amount of farm-to-table and artisan [dining experiences](#) to be had, you’ll find yourself having little time left to discover the rest of McMinnville’s [attractions](#) and charm.

Downtown McMinnville

The historic downtown area is the heart of the city and is “[Oregon’s Favorite Main Street](#),” also known as Third Street. Downtown McMinnville is a stroll worthy stop with its tree-lined streets anchored by quaint boutiques, cool [coffeehouses](#), and kitschy antiques punctuated with wine tasting rooms, [craft breweries](#) and bars, and a tasty mix of award-winning restaurants. Voted among the best main streets in America, the downtown core hosts a variety of events and community celebrations from the annual UFO Festival to weekly farmer’s markets.

Oregon Wine Tasting Throughout the Willamette Valley

Known as a wine-lovers heaven and a Pinot Noir paradise, McMinnville is at the epicenter of Oregon’s famous wine region, with over 220 wineries and vineyards ready for touring and tasting. Eager oenophiles come from far and near to get a taste of the McMinnville terroir and the surrounding Willamette Valley wine country. Because of its ideal climate and volcanic soil left behind from ancient Cascade Mountain lava flows, the valley produces world-class red, white, roses, and sparkling wines.

McMinnville Hotels & Lodging

[McMinnville hotels](#) and [lodging accommodations](#) are as unique as our town. You’ll discover everything from historic downtown digs to breathtaking [B&Bs](#), [boutique hotels](#), and countryside [vacation rentals](#), in addition to the standard selection of national chain hotels.

Things to Do and See in McMinnville

When visiting McMinnville, you can count on more than wine to keep you entertained. The mild year-round climate allows for plenty of outdoor pursuits from road cycling to hiking and picnics in the park interspersed with visits to farmer's markets, outdoor art, and historic sightseeing.

Head indoors for some fun with a visit to a world-class aviation museum where Howard Hughes' famous Spruce Goose airplane has been laid to rest. Then, make a plan to get wet at the Wings and Waves indoor waterpark. Whirl down waterslides constructed around a Boeing 747 jumbo jet, or just laze around the rest of the afternoon in a wave pool.

McMinnville's close proximity to Portland (40 miles), Salem (30 miles), and the Oregon Coast (50 miles) make it an ideal hub for visits to the beach and quick city fixes.

[Activities](#) [Dine](#) [Events](#) [Sip](#) [Stay](#) [Venues](#)

About Visit McMinnville

In 2014, the McMinnville City Council started laying the groundwork to establish McMinnville as a world-class tourism destination. Council members created a funding source and a leadership panel to design a plan promoting tourism as a primary pillar of the city's long-term economic development strategy.

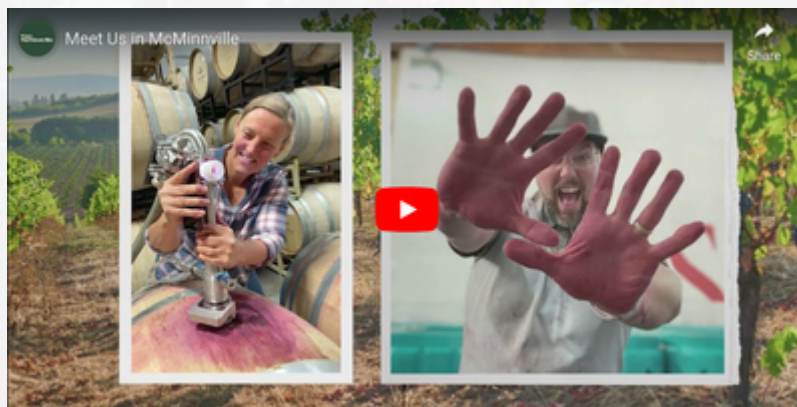
After nearly two years of research and collaboration from the panel, the City Council approved the formation of Visit McMinnville. The organization is a destination marketing organization dedicated to enhancing McMinnville's economy through the promotion of tourism. Visit McMinnville creates marketing projects, programs, and service plans to achieve economic growth and prosperity for all city residents.

Our Mission: Guide the development of McMinnville as a year-round destination, responsibly promote its assets, and enrich the visitor experience while supporting livability for locals.

Our Vision: Cultivate the visitor economy in McMinnville to enhance the quality of life for our community.

Our Values: Develop and nurture collaborative partnerships. Embrace innovation and possibility. Operate transparently, inclusively, and equitably. Honor community.

Visit McMinnville is committed to investing in destination development and supporting our current stewardship efforts. This includes but is not limited to outdoor recreation, sustainability, and arts and culture. At VM, we believe that supporting the livability of our community also enriches and expands the visitor experience.





POSITION SUMMARY

The CEO at Visit McMinnville is the top staff position for the organization and a critical leadership position for the broader economic development efforts of the City of McMinnville. The CEO leads Visit McMinnville's strategic planning process and executes Visit McMinnville's extensive tourism marketing and development programs. The CEO oversees recruiting, training, managing, and evaluating Visit McMinnville's staff as well as contract vendors.

This position has a high level of contact outside the organization, representing Visit McMinnville and the broader visitor economy throughout the local community and the statewide tourism industry.

This position entails a high level of leadership, organization, and independent work. Excellent communication skills and expertise across a broad spectrum of business and marketing disciplines is also required.

Management Responsibilities:

The CEO of Visit McMinnville is responsible for the overall operations of the organization, including internal and external procedures and management of staff. The CEO serves as the primary spokesperson for the organization and the city's visitor economy.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Implementing policy decisions on behalf of the Board of Directors.
- Lead Visit McMinnville's strategic planning and budgeting process to maximize the return on the investment of the City of McMinnville's transient lodging tax.
- Recruit and oversee all of Visit McMinnville's staff positions.
- Recruit and oversee Visit McMinnville's contracted marketing and development partners.
- Work closely with Visit McMinnville's Board of Directors and financial management partners to ensure excellence and transparency in the organization's stewardship of public funds.
- Act as spokesperson to media, civic leaders, city officials, and industry partners.
- Work with the Board Chair to plan, announce, and organize board meetings.
- Work closely with the city council, city staff, and the broader economic development community to ensure collaboration and strong relationships.
- Ensure that Visit McMinnville's work adheres to the organization's bylaws, contract with the City of McMinnville, financial policies and procedures, and the State of Oregon's laws pertaining to transient lodging tax.
- Guide the organization's staff to ensure excellence in all areas of operation, including but not limited to advertising, public relations, social media, website management, destination management/development, and more.
- Serve on various committees and task forces throughout the city and statewide tourism industry.
- Attend consumer trade shows, industry conferences, and pertinent events.
- Develop and maintain monthly reports to the Board of Directors.

QUALIFICATIONS

- Excellent leadership skills.
- Excellent written and verbal communication skills.
- Excellent collaboration skills.
- High level of understanding and expertise with general marketing practices and strategies.
- The ability and energy to work 40 to 50 hours a week.
- Strong organizational skills.
- Strong financial oversight.

KEY CHARACTERISTICS

- Convener
- Consensus builder
- Political acumen
- Fiscally responsible
- Resourceful
- Relationship builder
- Open and transparent
- Strategic thinker
- Focused and detailed
- Balanced and humble

TOP PRIORITIES

1. Work alongside the current team to establish an internal culture of trust, creativity, efficiency, and pride in Visit McMinnville's success. Maintain organizational structure, build on team strengths, and identify avenues for continued improvement in the interest of maximizing team potential.
2. Build relationships, develop trust, open communication lines, and establish credibility with stakeholders, board members, partners, local organizations, and city/county/state officials.
3. Plan, draft, and present the current strategic plan, marketing plan, team deployment, policies, budget, and bylaws.

- Photo Credit: Page 1, photographer - Sionne LaFollete.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Nicole Newman.

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