



Oregon Tourism Commission

September 29, 2015

FivePine Lodge
South Sister Room

Commissioner Hughson calls the meeting to order at 9:08 a.m.

Commissioners present include: Alana Hughson, Karen Utz, Al Munguia, Nigel Francisco, Don Anway, Ryan Snyder, Kara Wilson-Anglin, Scott Youngblood and Kenji Sugahara (by phone).

Staff present include: Scott West, Jeff Hampton, Teresa O'Neill, Kevin Wright, Sarah Watson, Jenny Hill, Katy Clair, Michael Sturdevant, Kristin Dahl and Harry Dalgaard and Mo Sherifdeen.

Local Welcome: Commissioner Alana Hughson welcomes the Commission, staff and industry partners to Central Oregon and introduces Scott Huntsman, General Manager of Black Butte Ranch; Greg Willitts, Owner of FivePine Lodge and Judy Trego, Executive Director of the Sisters Chamber of Commerce. Judy Trego provides a history of Sisters and highlights some of the events the Sisters Chambers of Commerce works on bringing visitors to Sisters. Greg Willitts provides a history of the creation of FivePine Lodge, welcomes visitors to Sisters and thanks Travel Oregon for the 7 Wonders campaign that has driven travelers to and through Central Oregon. Scott Huntsman thanks everyone for coming to Black Butte Ranch to enjoy golf and the new Lakeside facility and thanks Travel Oregon for the collaboration with COVA on investment and tourism opportunities.

Commission Business: Commissioner Hughson asks the Commission if they've had a chance to review their packets which includes the current financials. Commissioners confirm that they have received and reviewed the packet and financials.

CEO Evaluation: Commissioner Hughson provides a summary of the thorough performance review recently completed on Todd Davidson as the CEO of Travel Oregon and resulting 8.7% increase in compensation. Hughson noted there would be no change to any auto or phone allowance.

Commission Action: Commissioner Hughson asks if the Commissioners have had a chance to review the June 16, 2015 meeting minutes. Commissioner Snyder asks if there is a way to look at budget year-to-date as well as actual budget. Scott West confirms that the new budget line will be included in future Commissioner financial reports. Commissioner

Snyder moves to adopt the June 16, 2015 Commission minutes. Commissioner Utz seconds motion. Minutes are unanimously adopted.

Budget Modification – Wine Country Plate Distribution: Commissioner Hughson asks Jeff Hampton to approach the Commission to explain the budget modification request to enable the funding of the Wine Country License Plate grant program and that a motion will need to be made to: Amend the adopted budget for 2015-16, increasing it by \$479,677.45, moving that amount of restricted funds generated from the sale of Oregon Wine Country license plates into the checking account for distribution as a necessary expense in accordance with Oregon Statutes and previous Commission action, and that half of the money will be used to fund wine and culinary grants and the other half for tourism promotion.

Commissioner Francisco asks about the financials that were included in the Commission packet and the difference of dollar amount regarding the Wine Country License Plate versus what is included in the motion. Jeff explains that the financials show the dollar amount that has been collected fiscal year-to-date on the P&L while the Balance Sheet shows the amount collected since inception of the Wine License Plate sales. Staff recommendation is that only the amount needed for distribution this fiscal year be moved from restricted assets and that staff will come back to the Commission to request movement of other restricted Wine Country Plate money when ready to distribute that resource.

Commissioner Youngblood moves to approve the motion as stated by Commissioner Hughson. Commissioner Wilson Anglin seconds motion. The motion as stated is unanimously approved.

Brand USA Culinary Initiatives: Teresa O'Neill provides the Commission with a Powerpoint presentation regarding the culinary efforts happening internationally including the new television spot featuring Naomi Pomeroy of Beast, a new Jeni and Olly's Wine Adventure series and the partnership with Brand USA featuring Oregon at the Food Truck Nation during the Milan Expo.

Commissioner Sugahara states the brilliance of promoting Oregon's culinary scene internationally - thank you!

Teresa O'Neill also states that after Milan, she and Todd will be traveling to Tokyo to participate in Governor Brown's trade mission to Asia.

Commissioner Hughson thanks Teresa for the way she has built partnerships within Oregon's travel and tourism industry to promote Oregon internationally. Commissioner Hughson also recognizes the ESTO conference that took place in Portland last month, highlighting the two Mercury Awards that Travel Oregon won, as well as the two Destiny Awards Mt. Hood Territory won and that Travel Portland won "Best Website."

Gorge Tourism Studio: Kristin Dahl provides the Commission with a Powerpoint presentation providing an update on the Rural Tourism Studio program as well as the new Gorge Tourism studio program that is just underway.

Commissioner Sugahara asks to be kept up-to-date regarding the transportation solutions of the Gorge Tourism Studio review outcomes and those implementation dates.

Commissioner Wilson Anglin states that as part of the John Day River Territory Rural Tourism Studio project, even after 5 years, it has been crucial to have continued involvement from the Travel Oregon staff. Commissioner Wilson Anglin asks how many upcoming Studio projects are in the works for the upcoming year.

Kristin identifies several of the upcoming opportunities and regions where the Destination Development program will be investing in for the rest of 2015 and in 2016.

Commissioner Wilson Anglin asks if it might be possible to see an overall increase in the economic impact of visitors to those areas who have completed a Rural Tourism Studio program in their area. Kristin states that the impact results will be available to the Commission in the future.

Commissioner Hughson thanks Kristin and her department for the work they are doing and how important it is to see the state outside of geographic boundaries and more as a region.

Scott West also identifies the great success of the Wild Rivers Coast program that was recently completed along the south coast to help identify a regional approach to some of the new programs and opportunities happening there.

Commissioner Hughson recesses the meeting at 10:24 a.m.

Commissioner Hughson reconvenes the meeting at 10:40 a.m.

Advertising Update: Kevin Wright provides the Commission with a Powerpoint regarding the advertising program updates including last spring's 7 Wonders campaign, the Cycling Pulse - 7 Bikes for 7 Wonders and the Bounty Campaign.

Commissioner Youngblood asks how the Media Benchmarks are created and Kevin explains that they are measured based on an industry standard.

Kevin continues with his presentation regarding the 7 Wonders Campaign.

Commissioner Hughson asks if there is a correlation between the age of the cyclists and the use of Instagram?

Kevin states that we can't measure the consumer age of our Instagram users - but would in fact assume that most cyclists are in the age range that uses that platform.

Kevin continues with his presentation regarding the 7 Wonders Campaign.

Commissioner Sugahara asks if there were any other significant hashtags used along with #traveloregon?

Mo Sherifdeen states that there tends to be a couple iconic hashtags used but can look into that deeper.

Kevin continues with his presentation regarding the 7 Wonders Campaign and the Cycling Pulse. He then continues with his presentation regarding the Bounty Campaign.

Commissioner Hughson states that one of COVA's newest team members actually visited all 7 Wonders within the 7 months he's been back in Oregon. We are very excited to see where we go next in our advertising.

Commissioner Sugahara asks if Travel Oregon has seen any impacts regarding visitor experiences because of the many wild fires this year? Kevin states that we haven't seen as much impact this year potentially due to the remoteness of the fires.

Commissioner Anway states that he wonders if the decline of overnights in July/August compared to last year's numbers are due to the fires.

Scott West states that at this point, we don't know the impact that the fires may have had on occupancy and experience, but that we will look into that.

Other Business/Business-at-Large: Commissioner Hughson calls Natalie Innoyue for Public Comment. Natalie thanks Carole Astley and her team for their work in the Wine Country License Plate grants process. She also thanks Staj Pace and her work with the bicycle tourism industry.

Chair Hughson adjourns the meeting at 11:29 a.m.