



Oregon Tourism Commission

Feb. 23, 2016

Linn County Fair & Expo Center
Albany, OR

Chair Hughson calls the meeting to order at 9:10 a.m.

Commissioners present include: Alana Hughson, Don Anway, Nigel Francisco, Kenji Sugahara, Scott Youngblood, Kara Wilson Anglin, Al Munguia and Karen Utz.

Staff present include: Todd Davidson, Jeff Hampton, Kevin Wright, Amy Walker, Mo Sherifdeen, Michael Sturdevant, Harry Dalgaard, Lisa IteI, Carole Astley, Kendra Perry, Linea Gagliano, Bryan Mullaney, Alexa Carey, Kristin Dahl, Jenny Hill and Sarah Watson.

Chair Hughson asks for those present in the room to introduce themselves.

Commission Business: Chair 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. Commissioner Hughson states that she has appointed Commissioner Utz and Commissioner Sugahara to serve on the Nominating Committee to propose a chair and vice-chair of the Oregon Tourism Commission for 2016-2017.

Commission Action: Chair Hughson asks if the Commissioners have had a chance to review the December 8, 2015 meeting minutes. Commissioners confirm they have received and reviewed the minutes. Commissioner Munguia moves to adopt the December 8, 2015 Commission minutes. Commissioner Francisco seconds motion. Minutes are unanimously adopted.

CEO Update: States how wonderful it is to be back in Albany after starting his Oregon tourism career here in 1988. Todd thanks Jimmie and his team for what they are doing to further make Albany a tourism destination. Todd highlights some happenings from around Oregon and around the nation: IMAX National Parks Adventure movie playing at OMSI now through Feb. 2017; Faces of Travel & Tourism - a video series created to showcase local leaders from the tourism industry; Federal Budget - discusses pieces of President Obama's budget that potentially impact the travel and tourism industry: Federal Lands Recreation Enhancement Act (FLREA), Wildfire fighting, Land and Water Conservation Fund. Todd also discusses the conversations that are underway with Delta, the U.S. and Japanese governments regarding available flights and between the U.S. and Haneda and Narita.

Chair Hughson states that Todd has been re-appointed as Chair of the U.S. Travel Association Board and that Kari Westlund has also been appointed to the U.S. Travel board.

Legislative Update: Jeff Hampton discusses bills of interest to the travel and tourism industry that are in the Oregon Legislative short session: 1) SB 1532 regarding minimum wage; 2) SB 1543 regarding the Oregon Wine Country License Plates, 3) HB 4077 regarding ski area liability, 4) HB 4146 regarding the statewide transient lodging tax.

Todd adds that when the Governor approached Travel Oregon regarding HB 4146 and the bill language, it was imperative to insure the current local lodging tax structure remained the same. Over \$100 million is collected through the local lodging tax and those dollars are important to those communities. Therefore, it was necessary for the “relating to” clause of this bill be specific to the “statewide lodging tax” so that local dollars were not part of this bill’s purpose.

Chair Hughson asks for clarification of the matching grant program.

Jeff states that if HB 4146 passes, Travel Oregon would receive \$3.2 million for the grant program.

Todd states that the 10% competitive grants program would be a new program for Travel Oregon and one that we’ll have to implement by adopting guidelines and rules. Travel Oregon will also survey the industry to gather their thoughts and ideas for how the new money should be used for the enhanced regional program as well as the new grant program.

Commissioner Munguia asks if the bill passes, where it would put Oregon’s tourism budget in comparison to other state’s tourism budgets.

Todd states that should HB 4146 pass, it would put Oregon’s tourism budget near the top 10 in the country.

Jeff states that one aspect of a work group created by the passage of HB 4146, will be how the Oregon Department of Revenue shares information out to the local communities regarding tax collections. Jeff also confirms that the litigation the Oregon Dept. of Revenue was engaged in with Online Travel Agencies has been abandoned case and those OTA funds will start coming into the state as revenue.

Commissioner Munguia asks what point the increase of money to the state has a diminished return.

Jeff states that he believes that Oregon hasn’t hit this point yet.

Todd explains that if you look back at our Advertising Accountability reports, we’ve become much more efficient in how we generate trips for every \$1 that we spend on advertising. The

question is “at what point is too much spend on advertising too much?” Those advertising experts don’t believe we are close to a diminished return because most of our campaigns have been regional in nature. We haven’t yet done a national consumer campaign or a consumer-oriented international push that would get us close to that threshold point.

Local Welcome: Jimmie Lucht of the Albany Visitors Association welcomes the Commission to Albany and thanks them for giving their time to serve the State of Oregon.

Commissioner Hughson recesses the meeting at 9:55 a.m.

Chair Hughson reconvenes the meeting at 10:22 a.m.

NTA and Oregon Road Rally: Lisa Itel provides an update regarding a potential sister Park agreement between Crater Lake National Park and Wuyishan National Scenic Area in China. An update will be provided as that process moves forward. Lisa provides the Commission with a Powerpoint presentation update on the travel trade market. Lisa also updates the Commission on a new effort – the Great Oregon Road Rally happening April 3-9, 2016. The idea behind the Rally is to bring Oregon’s top 5 markets all together to come to and explore Oregon together.

Commissioner Munguia mentions “Team Oregon” but states that it’s due to Travel Oregon’s leadership that makes the whole effort happen.

Chair Hughson thanks Lisa and the Travel Oregon team for the leadership they provide to make all of the possibilities happen.

Local Welcome: Mayor Sharon Konopa welcomes the Commission to Albany. The Mayor and Jimmie Lucht provide the Commission with an update on the local tourism efforts currently happening in Albany.

Global Marketing Advertising Update: Kevin Wright, Michael Sturdevant, Bryan Mullaney and Mo Sherifdeen provide the Commission with a Powerpoint presentation update on current, past and upcoming advertising campaigns.

Bryan provides the Commission with an update on the 2015 Oregon Bounty Campaign.

Commissioner Wilson Anglin asks if in any of the data reviewed Travel Oregon was able to identify which of the 7 Wonders was visited the most.

Kevin states that his team will get that data to the Commission.

Commissioner Sugahara asks about user generated content and if we’ve been able to track that.

Bryan explains that we've determined that the less staged photos have been more engaged with visitors.

Kevin provides the Commission with an update on the 7 Wonders Winter Campaign as well as the Spring Campaign launch.

Mo provides the Commission with an update on the upcoming web strategy.

Commissioner Sugahara states that the evolution of the Spring '16 campaign has been amazing. Asks about the Explorer demographics and whether they skew toward any of the 3 generations cited.

Michael states that the "Explorer" demographic is based more on activity type - but slightly skew's toward the Gen X generation.

Commissioner Youngblood asks if there are ways that some of the regions who may not have been in the 7 Wonders campaign might feel more inclusive of this campaign.

Kevin states that the assets that were created for this campaign should feel more inclusive, but that if there are places that would like more specific creative geared toward them, we can create it.

Commissioner Youngblood asks if there is a way to incent or encourage regions or DMO's to buy into the creative.

Kevin explains there are a variety of opportunities available to the industry to leverage the new campaign. Examples include a brand style guide which has a variety of digital assets customized by region/niche. Assets like print ads, regional specific copy and logos and social media creative examples are available to the industry through a campaign toolkit on TravelOregon.com/industry. Two subsidized cooperative advertising opportunities are also available to partners. One a paid media co-op that allows participants to heavy-up selected TV creative in our target markets they choose. Additionally a social media co-op program utilizes retargeting to serve partner content to consumers via Facebook.

Matching Grants Update: Jeff Hampton provides the Commission with an update regarding the history and the current Matching Grants program.

Commissioner Wilson Anglin asks when the current Grant cycle ends.

Jeff explains the current cycle deadlines for the Matching Grants program.

Governor's Conference Update: Carole Astley provides the Commission with a Powerpoint presentation update on the upcoming Annual Governor's Conference on Tourism happening in Pendleton, April 24-26, 2016.

Other Business/Business-at-Large: Chair Hughson asks if anyone else has anything to be brought before the Commission. No one steps forward. Chair Hughson thanks everyone for a great meeting and looks forward to seeing everyone in Pendleton.

Chair Hughson adjourns the meeting at 12:17 p.m.