



## Oregon Tourism Commission Meeting

June 14, 2016

Gold Beach Event Center  
Gold Beach, OR

Vice-Chair Snyder calls the meeting to order at 8:58 a.m.

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

Staff present include: Todd Davidson, Jeff Hampton, Kevin Wright, Teresa O'Neill, Scott West, Harry Dalgaard, Lisa Ite, Bryan Mullaney, Kristin Dahl, Andrew Grossman, Staj Pace, Jenny Hill and Sarah Watson.

Vice-Chair Snyder asks for those present in the room to introduce themselves.

**Local Welcome:** Jodi Fritts, Gold Beach City Administrator, welcomes the Commission and staff to Gold Beach and provides a brief background of the RTS process that happened along the southern Oregon coast and the benefits they have seen from that effort.

**Public Comment Period:** Vice-Chair Snyder opens Public Comment.

Dave Lacey of the Oregon Coast Visitors Association welcomes the Commission to Gold Beach.

Vice-Chair Snyder closes public comment.

**Commission Action:** Vice-Chair Snyder asks if the Commissioners have had a chance to review the March 31 and April 24, 2016 meeting minutes as well as the current financials. Commissioners confirm that they have received and reviewed the packet including the minutes and financials. Commissioner Sugahara moves to adopt the March 31 and April 24, 2016 meeting Commission minutes. Commissioner Wilson Anglin seconds motion. Minutes are unanimously adopted.

**CEO Evaluation:** Commissioner Utz reviews the CEO evaluation process and the states that the Commission recommends that the CEO's salary increase by 5% and that his phone and car allowance remain the same.

**Public Hearing and Possible Work Session on Wine License Plate Rules:** Jeff Hampton discusses the rules and public notice process and provides the Commission with an update to what those changes would include (exhibit - rule amendment).

Vice-Chair Snyder opens the Public Hearing for the proposed changes to the Wine License Plate Rules. No one has signed up to testify. Vice-Chair Snyder closes public hearing on Wine License Plate Rules.

Commissioner Youngblood moves to adopt the proposed changes to the Wine License Plate Rules. Commissioner Francisco seconds the motion. Motion to amend to the Wine License Plate rules as cited in the exhibit are unanimously adopted.

**Revenue Forecast for 2015-'17 Biennium:** Todd provides the Commission with a PowerPoint presentation (PPT) update of the 2015-17 budget vs. the proposed revenue forecast. Todd cites the 2015-17 Budget Modification Summary and discusses the proposed increases to the following program areas:

Regional Program (RCTP): \$6,439,636

Competitive Grants: \$3,219,818

Reserve Fund: \$1,619,909

Marketing/Sales Development: \$2,280,182

Global Marketing: \$1,000,884

Global Sales: \$300,000

Industry/Visitor Services: \$325,000

Destination Development: \$220,000

Administration/Operations: \$200,681

Immediate Opportunity Fund (IOF): \$700,000

Total: \$16,306,047

Commissioner Sugahara asks if the timing of the new dollars for the Regional Program is the same as the process has always been for the current RCTP distribution.

Todd confirms that indeed those timelines would remain the same, and the action taken today would simply be to make sure the money is available when the next timeline for distribution occurs.

Commissioner Sugahara moves to approve the proposed budget modification, Commissioner Wilson Anglin seconds. Motion unanimously adopted.

Todd thanks the staff for their work in creating the proposed budgets.

**Chairman's Remarks:** Vice-Chair Snyder discusses and shows a couple of pictures from the HB 4146 ceremonial bill signing.

**Town Hall Updates:** Scott West and Staj Pace provide the Commission with a PPT showing a Regional Summary of the Town Halls that the Travel Oregon staff completed during the month of May.

Commissioner Wilson Anglin asks if there will be a webinar set-up for partners throughout the state who weren't able to participate.

Scott states that we haven't set up a webinar, but will evaluate that as the summary is more thoroughly reviewed and to see what else could or should be done.

Commissioner Youngblood thanks the staff for the work that is being done to share information and be transparent on information being discussed. States that he's impressed and proud of the work being done to drive economic impact especially as it relates to helping rural development.

Commissioner Sugahara states how impressed he is to see the participation that occurred along the south coast.

Todd states that even the participation in Burns was impressive because of how far and wide Harney County geography encompasses.

Scott West states that these Town Halls worked because of the local partners and their commitment to participation and engagement in the travel and tourism industry with Travel Oregon.

**Global Sales Ski/Golf update:** Teresa O'Neill and Lisa IteI provide the Commission with a Powerpoint Presentation regarding the international ski and golf niche marketing efforts currently in place and being planned for the future.

Vice-Chair Snyder states that when he attended the Australia show several years ago, both to and from Australia on the flight he sat next to people who were traveling to Colorado to ski.

Todd discusses the STEP grant that Mt. Bachelor received to enter the international market and that were only able to receive that because of the work of Teresa and her team - previously the program had not allowed the travel and tourism industry to apply for those grants.

Teresa states that those SBA grant funds are still available and if there are businesses that would like to apply for those, please contact the Global Sales team.

**Work Group Formations:** Jeff Hampton provides the Commission with a recommendation for creating work groups to review and recommend implementation changes that the

passage of HB 4146 requires for the regional distribution money as well as the new grant monies available.

Commissioner Youngblood states that the effort and work of these workgroups will be pivotal in making sure that these funds are distributed appropriately and that having broad and intelligent work group formation and discussion will ensure that the work is done right.

Commissioner Wilson Anglin asks how those workgroups will be formed.

Jeff explains that now that the Commission has been informed of the process an industry search will be started and those meetings will commence so that recommendations can be brought forward at the October Commission meeting.

**Statewide Economic Impact Study:** Bryan Mullaney and Bill Klein of Dean Runyan and Associates, provide the Commission with a Powerpoint Presentation of the recent Oregon Travel Impact research that was completed.

Commissioner Youngblood states that in looking at the export industry it is noteworthy to show that while other exports decline – the travel and tourism industry continues to grow and that message should be highlighted and conveyed.

Todd states that jobs in the travel and tourism industry cannot be outsourced so they are important to Oregon's economy.

Commissioner Sugahara asks what the biggest export industry in Oregon is.

Bill states that the report shows that micro-electronics industry is the largest export and then continues reviewing the study findings as it relates to direct and secondary impacts.

Todd asks if the Consumer Confidence Index is something that we should continue to look at and rely on for forecasting purposes.

Bill states that consumer confidence should be looked at and included as part of the larger picture.

Bryan states that the report is available on the Travel Oregon industry website and an executive summary is available today should Commissioner be interested (exhibit).

**Other Business/Business-at-Large:** Vice-Chair Snyder asks if anyone else has anything to be brought before the Commission.

Commissioner Sugahara asks if there are any preliminary numbers available for the new Gorge shuttle service.

Kristin Dahl provides an update regarding the new Gorge shuttle service created to help mitigate some of the traffic and parking issues in the Gorge and specifically at Multnomah Falls, and states that so far the service has been in high-demand.

Commissioner Utz highlights the Oregon Business Magazine article that includes both Commissioners Snyder and Munguia.

Kristin Dahl states that the OSU Extension service is now providing a position specific to the travel and tourism industry to help support the rural communities along the southern Oregon coast.

Marcus Hinz extends an invitation to everyone to attend a social this evening at the Pacific Reef hotel.

Vice-Chair Snyder thanks everyone for a great meeting and looks forward to seeing everyone at Crater Lake in October.

Vice-Chair Snyder adjourns the meeting at 11:09 a.m.