



Oregon Tourism Commission Briefing

June 13, 2016

Pacific Reef Resort
29362 Ellensburg Ave.,
Gold Beach, OR

Chair Hughson calls the Commission briefing to order at 3:16 p.m.

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

Staff Present include: Todd Davidson, Scott West, Jeff Hampton, Teresa O'Neill, Kristin Dahl, Staj Pace, Jenny Hill and Sarah Watson.

The Commission is provided with a Powerpoint presentation discussing the revenue forecast and budget modification proposal for 2015-2017. Commission discussion regarding the revenue that the new lodging tax creates, the timing of actual funds received and the revenue forecast.

Commission and staff discussion regarding group business booking trends for 2017 and international market forecasts. Staff discuss how the increase in flights out of PDX and Redmond are a good indicator of growth. New international travel is continuing.

Staff continue to discuss the budget modification request for '15-'17 – looking at the Operating reserve fund which is currently at 7.5%. Commission discussion regarding the history of the reserve fund and how the Commission has the ability to adjust it. Further discussion regarding the increase in grant funds.

The 2015-'17 Regional Program modification proposal is discussed, and staff provides some history of the RCMP program and fund distribution to the regions. Several years ago, based on feedback from the regions, distribution now is based on actuals (in lieu of projections). Commission discussion regarding the timing for regional fund distribution, rules, guidelines and programs.

Commission and staff discussion regarding the process of the budget modification and the policy and procedures governing the regional programs. Staff discuss how the team met with the regions to discuss the process and plans for 2016-2017, including needs from the regions.

Staff states that making the budget modification allows the team capture funds so that Travel Oregon is ready for the future regional program. Commission and staff discuss how a workgroup will review the guidelines.

Staff continues with PPT presentation and discusses the current grant program and the new HB 4146 10% competitive grant fund. Commission discussion regarding the current and future grant programs and how the workgroup recommendations and timing will inform the Commission to make those final grant decisions.

Chair Hughson recesses meeting at 4:40 p.m., and reconvenes the meeting at 4:48 p.m.

Staff continue with PPT and review the proposed budget modifications. Commission discussion regarding the grant programs and potentially setting aside funds for anticipated applications.

Commission discussion regarding the change in transient tax rate in the future, and the proposed marketing and sales development.

Commission discussion based on how, for example, the IAAF World Track & Field Championships, could spur economic activity to the entire state and could influence international global sales marketing as well.

Staff continue with discussion regarding the Immediate Opportunity Fund, including what it has been used for in the past.

Staff provide the Commission with an update regarding the upcoming fall campaign – specifically around the “Oregon Weather Compass” mobile site that is being created.

Commission goes into Executive session to discuss CEO review.

Alana adjourns Commission briefing at 6:27 p.m.