



Oregon Tourism Commission Meeting

October 4, 2016

Crater Lake Lodge

Chair Hughson calls the meeting to order at 9:07 a.m.

Commissioners present include: Alana Hughson, Ryan Snyder, Scott Youngblood, Nigel Francisco, Richard Boyles, Kenji Sugahara, Don Anway, Al Munguia and Kara Wilson Anglin via phone conference.

Staff present include: Todd Davidson, Scott West, Jeff Hampton, Kevin Wright, Teresa O'Neill, Kristin Dahl, Harry Dalgaard, Staj Olson, Kendra Perry, Allison Keeney, Allison George, Petra Hackworth, Brian Mullaney, Jenny Hill and Sarah Watson.

Chair Hughson welcomes guests, staff and Commissioners to Crater Lake and states what a pleasure it is to be here. Asks Commissioners and staff to introduce themselves as well as those present attending meeting.

Local Welcome: Carolyn Hill with Travel Southern Oregon and Craig Ackerman, Superintendent of Crater Lake National Park, provide a history of Crater Lake and welcome the Commission and staff to Crater Lake National Park. Superintendent Ackerman discusses the Wuyishan National Scenic Area Sister Park agreement that was recently signed and notes that the park has received another request from the country of Slovenia to create another Sister Park agreement. Discusses that during this last year, the park had the largest fire ever recorded, but that it did not stop visitors and in fact, visitor traffic was up between 40-75% during the summer months. Attributes the growth to partner efforts, including work with Senator Wyden's office. Crater Lake just hosted a Ride the Rim event which is the second largest bicycle event in Oregon.

Public Comment Period: Chair Hughson opens Public Comment.

Jim Chadderdon of Discover Klamath welcomes the Commission and staff to Klamath County and provides public comment specific to the Ride the Rim event that was just hosted at Crater Lake National Park last week.

Sue Densmore, of the Oregon Caves and Chateau provides public comment stating that the historic Oregon Caves is a 170 year old monument that includes an 85 year-old lodge, which is under renovation. Thanks the Commission for the matching grant the Chateau just received to update a meeting room. States that they working with the federal government to create a public space and meeting room on a 14-acre site currently owned by the Caves.

Commission Action: Chair Hughson asks the Commission if they received and reviewed the Commission packet including the Travel Oregon Financials. Asks if there are any questions. No comments made.

Chair Hughson asks the Commission if they reviewed the June meeting minutes and if there are any questions. Commissioner Anway moves to adopt the minutes. Commissioner Francisco seconds the motion. The June 14, 2016 Commissioner meeting minutes are approved.

Transient Lodging Tax Work group (HB 4146) Update: Todd provides background on the legislative workgroup that was created during the 2016 Legislative Session.

Scott West and Commissioner Youngblood report on the progress of Transient Lodging Tax Work Group (HB 4146), the benefit of being in front of legislative members and hearing about the history and scope of work for Travel Oregon and discuss what the result of that work group may be moving forward.

Commissioner Sugahara asks if they feel like the time was adequate to address all the questions, or if it would have benefitted from a longer timeline.

Scott West states that in fact the timeline could have been compressed because most people in the room knew the background of the program and moving into the issues could have happened more quickly.

Chair Hughson states that being a part of the work group allowed her the opportunity to be an objective participant in the process and that because of the thorough efforts Travel Oregon staff was able to provide - it was an affirmation of the good work that is already happening.

RCTP Guideline Draft Recommendations: Scott West and Harry Dalgaard report on the work that has gone into drafting RCTP guidelines, including all of the community and partner input. They provide an update of the Commission briefing yesterday which resulted in the approval of the RCTP Guidelines as amended (see attached).

Chair Hughson thanks the staff for the work that went into creating the guidelines and acknowledging the work that went into thoroughly communicating with the regions on the changes and explaining them to the Commission so we could make an informed decision on the guidelines.

Scott West states his thanks for the partners and their contributions to the process of creating the guidelines.

Todd Davidson acknowledges that it does take partners to work along with Travel Oregon to implement and align all that goes into the regional programs.

Grant Guideline Draft Recommendations: Jeff Hampton and Commissioner Anway report on the work that has gone into drafting Grant guidelines, including all of the community and partner input. A Powerpoint presentation is provided to review the draft guidelines (see attached). Jeff also provides an update of the Commission briefing yesterday which resulted in the approval of the Grant Guidelines (see attached).

Commissioner Anway states how the work group membership represented many different programs and areas and how pleased he was of the process that went into creating the guidelines.

Jeff Hampton thanks Kendra Perry for all of her work supporting the drafting of the grant guidelines.

Commissioner Sugahara states his appreciation for the process in creating the guidelines, and that he was happy that there was consensus around the 3-tierd approach to the grant types.

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

Chair Hughson reconvenes the meeting at 10:37 a.m.

Outdoor Recreation Initiative Update: Kristin Dahl and Commissioner Sugahara provide the Commission with an update on the Outdoor Recreation Means Business Initiative including handouts outlining the process and a 10-year Vision draft (see attached).

Kristin Dahl cites a draft piece of legislation by Representative Johnson to create an Outdoor Recreation office, and the process to engage in forming a larger coalition to discuss these issues is affirming.

Todd Davidson explains that one additional issue that is of concern to the outdoor recreation industry is inherent risk liability. That issue is being discussed in the Transient Lodging Tax Work Group as well.

Chair Hughson asks Todd Davidson to ask if the outdoor recreation work can be brought to the attention of the Transient Lodging Tax Work Group. Todd confirms that both groups are aware of each other's work.

Global Marketing Update: Bryan Mullaney provides the Commission with a PowerPoint to discuss the results of the Spring '16 campaign.

Commissioner Youngblood asks about the year-over-year campaign growth and if that is due to new efforts or people being more familiar with Travel Oregon.

Bryan Mullaney explains that with the YMLO campaign it took longer for consumers to get on board, but once they did they were very engaged, while the 7 Wonders campaign took off

quickly but was harder to keep consumers engaged. The social media team is able to be very nimble in their efforts changing directions if needed.

Commissioner Sugahara asks about the 360 videos and if Travel Oregon will continue to use those efforts and also asks about the Ride Oregon Ride web traffic.

Bryan Mullaney states that Travel Oregon doesn't plan on moving away from the 360 videos anytime soon but is committed to staying nimble to the social media needs. The revamp of the Travel Oregon website which should help with web traffic to the specific niche of Ride Oregon Ride.

Chair Hughson thanks the efforts that go into working with the regions to get these messages throughout Oregon.

Kevin Wright provides the Commission with a PowerPoint to highlight the Winter '16/17 marketing efforts including the reveal of the Travel Oregon Compass and how consumers will engage with that mobile app. Kevin Wright also discusses the Co-Op opportunities that will be available to partners.

Commissioner Sugahara asks if the weather compass will be utilized for other seasons.

Kevin Wright states that it was designed for the winter, but depending on how it works, it could work or be revamped for other seasons.

Todd Davidson thanks the work of the staff for working with partners to make the Co-Op opportunities a reality aligning with the Travel Oregon message.

Global Sales Update: Teresa O'Neill and Petra Hackworth provide the Commission with a PowerPoint highlighting the effects of Brexit, the Royal Horticulture show in London, the announcement of Delta London flight and the Oceana mission to Australia and New Zealand.

Commissioner Francisco talks about his time on the Oceana mission trip and what he learned about being part of an international mission as it relates to Global Sales and Travel Oregon.

Todd Davidson states that he was also able to join for the Australia portion of the mission and what a pleasure it was to have Commissioner Francisco along.

World Track and Field Championships: Kari Westlund of Travel Lane County (Eugene, Cascades and Coast) along with members of the TrackTown USA team: Michael Riley, Vin Lanana and Sasha Spencer-Atwood; provide the Commission with a PowerPoint highlighting the IAAF World Championships and what an event similar will mean to Oregon in 2021 (see attached).

Chair Hughson thanks the presenters for coming today and how excited the Central Oregon Visitors Association team is to help support such an effort hosting folks in Bend and all over the state.

2017-'19 Strategic Planning Process: Scott West and Staj Olson provide the Commission with a PowerPoint on the 2017-'19 Strategic Plan process.

Todd Davidson highlights the draft 2017 Commission meeting dates and how the Strat Plan process fits into those meeting dates.

Commissioner Sugahara thanks the Travel Oregon staff for the work that happens within Travel Oregon but also at the Commission meetings and the reports out that happening highlighting that work.

Scott West thanks the TrackTown USA staff for making their way to Crater Lake to present to the Commission today.

Chair Hughson adjourns the meeting at 12:15 p.m.