



Oregon Tourism Commission Briefing

December 5, 2016

Wieden + Kennedy

Chair Hughson calls the meeting to order at 1:09 p.m.

Commissioners present include: Commissioner Hughson, Commissioner Francisco, Commissioner Snyder, Commissioner Anway, Commissioner Youngblood, Commissioner Sugahara and Commissioner Wilson Anglin via phone.

Staff present include: Todd Davidson, Jeff Hampton, Kevin Wright, Kristin Dahl, Teresa O'Neill, Katy Clair, Meredith Williams, Nastassja Olson, Jenny Hill, and Sarah Watson.

Travel Oregon Brand Identity: Todd introduces the Travel Oregon Identity new Brand process. W+K staff present Commission with a PowerPoint showing other state's branding efforts; how they have worked to differentiate Oregon's brand by showing textural references in conjunction with actual places; a review of the Oregon roadtrip W+K took to identify some of those colors, concepts, history and heritage.

Todd discusses that our mission is to tell the story of people and places and that having W+K take the road trip and understanding how we can support and empower our partners through this effort has been so important.

Commissioner Youngblood discusses that the brand that we portray doesn't insulate ourselves from visitors who may not understand that quirkiness but also identifies those larger iconic places of Oregon.

W+K staff discuss that they appreciate that perspective and they definitely understand that their job is to promote Oregon.

Commissioner Sugahara thanks W+K for taking the time to do the road trip.

Commissioner Hughson asks what the timeline is for bringing the Brand Identity to fruition.

Kevin Wright states that they are shooting for March to have it come together - but when it will finally start to see it in the actual branding will be fall '17 or even spring '18.

Commissioner Hughson states that she wants to make sure regions have enough time to align.

W+K state that they want to make sure regions and staff are educated on the new brand and not just turned loose with a Toolkit or a bunch of pictures without the direction to implement.

Commission discussion regarding the timing of the new brand release and just being aware of how to roll that out for regions to implement and align. Discussion of the distinction of campaigns vs. brand and how to implement those as it relates to regional and state branding.

Commissioner Anway asks if the new brand will affect the new Siskiyou Welcome Center.

Todd states that we will be able to be very intentional about that effort which should be complete in 2018.

Chair Hughson recess the meeting at 2:04 p.m.

Chair Hughson reconvenes the meeting at 2:17 p.m.

Updates: Jeff Hampton provides a PowerPoint update on the Strategic Plan process thus far as well as what the Commission involvement will be in the future prior to and through adoption in June 2017.

Commissioner Sugahara asks if the change in administration will affect our plan.

Jeff explains that the “plan” is really the forward thinking, directional beacons used to guide to the work of Travel Oregon. There will also be departmental work plans put in place to help shore up the plan. We don’t expect there be a market share shift with the new administration – our job is to still implement our imperatives: Support and Empower our Partners, Champion the Value of Tourism, Optimize Statewide Economic Impact, and Run an Effective Business.

Todd states that the plan and budget are used at a higher level and not line itemed per department. We do that to remain nimble and flexible as issues and opportunities arise.

Chair Hughson asks about the increase in dollars that will be given to the regions – has that also been a part of your internal discussion?

Kevin states that as it relates to Global Marketing – they are gathering to review the past dollars and looking ahead to what is possible as we support our partners through co-ops and what our partners needs are. Teresa explains that they too are also looking to get feedback from partners while implementing these new funds and processes.

Jeff discusses the regional program staff as it relates to the new dollars that will be provided and how we’ve been looking to best support our partners through those efforts.

Commissioner Anway asks about how the RCTP position will be used to support those regions who need extra support and that we should consider adding capacity to help with those efforts.

Commission discussion regarding that with the new funds how will Travel Oregon support both the regional and grants programs. Once we start the process and see where the capacity needs are, then we can put plans into place to shore up those efforts.

Commissioner Sugahara asks where the funding would come from for a new position. Jeff explains that it would come from the department budget.

Commissioner Sugahara asks if there is any way to pull that from the 30%. Jeff states that he believes the language in the bill states that the money could be used to “implement” the program and that word from the AG’s office is that agencies can use that word “implement” as staffing and the funds needed drawn from the program – but TO has not typically used that approach.

Kristin states that they are trying to implement community destination development groundwork to help identify where those gaps and opportunities might be.

Jeff continues with PPT and discusses the Competitive Grants Program – specifically the small, medium and large grants. The intent for the grants is: that the small grants would be available starting July 1, 2017 pending Commission approval; the medium grants could expand over a 2-year timeframe; and the large grants timeframe and dollar amount need to be determined by the Commission as to qualification and implementation. The large grants amount does need to be captured to help determine how much is then available for the medium and small grants.

Commission discussion regarding the grants and that feedback from partners and their recommendations have helped determine process for the grants. While there is increase scrutiny on the dollar amounts that Travel Oregon is receiving, it means that we have to increase scrutiny on our grants programs but our goal is to simplify the program and not increase roadblocks to get to the funds.

Jeff reviews the RCTP program changes, slide 11 of PPT.

Commission and staff discussion regarding the pro-rata share and that it cannot change but that additional dollars can be added to regions should the Commission choose.

Jeff continues with PPT and reviews the 2016 Legislative changes and the RCTP/RFQ process. Clarifies that the Commission will have access to all the applications submitted as

well as the review Committee's recommendation. Asks the Commission what other information would be helpful to have to help make those decisions?

If there are multiple respondents per region, do you want them all to come before the Commission?

Commission discussion regarding how the RFQ process should work as it relates to multiple presentations vs. Review Committee's rankings. If the Commission just wants the Review Committee's rankings - do you want those 7 to come before the Commission? If it's an existing RDMO, presentation may not be needed - if it's a new recommendation then, yes, would be helpful.

Industry Requests - City of Dufur: Jeff explains that that the City of Dufur has asked to be aligned with the Mt. Hood/Gorge region and out of the Central Oregon region. Is there any additional information the Commission needs to make that decision at tomorrow's Commission meeting?

Commissioner Snyder asks if there are any blind spots or reasons to not make this change. Jeff explains that we don't feel there are any issues with this change.

Commissioner Sugahara asks if there any new information has been received since the packets were received. Jeff explains that no additional information has been received and that the change could go into effect as early as January 1, 2017.

Industry Request - Wine Boundary Region Change: Jeff provides the Commission with a PPT regarding the Wine Boundary change request that was received and what the process to do that change will mean. Commission discussion regarding where the request came from and how the new regions would be changed. Recommendations should take into consideration OWB's input as well as consider AVA's.

Jeff states that the decision for the Commission will be to direct staff to move ahead with rulemaking or not.

Commission discussion regarding any other details for the Commission Meeting on Tuesday, Dec. 6th.

Alana adjourns the Commission briefing at 3:38 p.m.