



Oregon Tourism Commission Meeting

February 7, 2017

Allison Inn & Spa

2525 Allison Lane

Newberg, OR

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, and Kara Wilson Anglin.

Staff present include: Todd Davidson, Scott West, Jeff Hampton, Kevin Wright, Teresa O'Neill, Kristin Dahl, Harry Dalgaard, Brian Mullaney, Michael Sturdevant, Linea Gagliano, Petra Hackworth, Jaime Eder, Jenna Markowick, Greg Eckhart, Kathleen Stewart, Jenny Hill and Sarah Watson.

Chair Hughson welcomes guests, staff and Commissioners to Newberg and states what a pleasure it is to be here. Calls out Stoller Vineyard, Gary Mortenson (President) and Melissa Burr (Winemaker) and her time spent there yesterday. Asks Commissioners and staff to introduce themselves as well as those present attending meeting.

Local Welcome: Wayne Bailey, Youngberg Hill and Travel Yamhill County, welcomes the Commission to Newberg.

Public Comment Period: Chair Hughson opens Public Comment.

Sue Densmore, Friends 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 are working with the federal government and local construction firms to create a public space and meeting room on a 14-acre site currently owned by the Caves. Discusses a grant they just received from Ford Family Foundation.

Alice Trindle, Eastern Oregon Visitors Association, discusses the winter weather and the effects on the local economies in Eastern Oregon when the Oregon Dept. of Transportation (ODOT) closes I-84 and when weather disrupts services to businesses. States that they are in discussion with the Oregon Restaurant and Lodging Association (ORLA) to develop action plans for future winter scenarios, especially as it relates to I-84 transportation. Asks the Oregon Tourism

Commission to work with ODOT to create a task force to discuss options and scenarios to mitigate winter weather transportation in the future. Every time I-84 closes, we've determined is a \$500,000 impact on local economies.

Commissioner Sugahara asks if she or local groups have been in contact with Director Garrett of ODOT to discuss this issue.

Alice states that they haven't yet, but are hoping their discussion with ORLA and request of the Tourism Commission to create a task force could help that.

Commissioner Sugahara states that given the weather issues of the past couple of months, now is the perfect time for that discussion.

Commissioner Youngblood asks for copy of slide from Alice be distributed to Commission.

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. Commissioner Snyder thanks Travel Oregon staff in that they continue to provide and improve information as it relates to the financials.

Chair Hughson asks the Commission if they reviewed the December meeting minutes and if there are any questions. Commissioner Snyder moves to adopt the minutes. Commissioner Francisco seconds the motion. The December 5-6 Commissioner briefing and meeting minutes are approved and will be posted to the Travel Oregon Industry site.

Public Hearing and Possible Work Session on Wine Country License Plate Rule: Jeff Hampton provides background on the Wine Country License Plate rule and cites the proposed draft rule amendment that is up for comment and possible adoption today.

Chair Hughson opens the Public Hearing on the Wine Country License Plate rule. Asks if anyone would like to testify.

Commissioner Boyles moves adopt the Wine Country License plate rule amendment as written. Commissioner Youngblood seconds motion. The Wine Country License plate rule amendment is unanimously adopted.

Revenue Forecast for 2017-'19 Biennium: Todd provides the Commission with a PowerPoint showing a draft Revenue Forecast for 2017-2019 biennium and explains that the Commission should take formal action today to allow staff to start building the '17-19 budget which will be formally adopted at the June '17 Commission meeting. The 2017-'19 Forecast we will be asking you to adopt is:

2017-18 (Forecast)	37,216,542	(+4.7%)
2018-19 (Forecast)	39,002,936	(+4.8%)
Total TLT 2017-19	76,219,478	

Chair Hughson asks for the Revenue Forecast PowerPoint to be sent to the Commission for references as staff continues to work through the budget process.

Commissioner Snyder moves adopt the Revenue Forecast for 2017-'19 and direct staff to build the 2017-'19 Travel Oregon budget. Commissioner Wilson Anglin seconds motion. The Revenue Forecast for 2017-'19 is unanimously adopted and staff is directed to use those numbers to build the 2017-'19 Budget to be formally adopted at the June '17 Commission meeting.

Minimum Regional Funding Level for RCTP: Todd reviews a staff proposal to establish a new “floor” or minimum amount to be provided an RDMO in implementing a regional tourism program. Staff recommendation is that the floor is moved from \$175,000 to \$300,000. Todd explains that this money would come from other Travel Oregon programs to supplement those regions to bring them up to the floor – the two regions it specifically affects is the Mt. Hood/Gorge region and Eastern Oregon region.

Commissioner Boyles moves adopt the minimum floor recommendation of \$300,000. Commissioner Anway seconds motion. The minimum regional funding level for the Regional Cooperative Tourism Program of \$300,000 is unanimously adopted.

Designation of Regional Destination Marketing Organizations: Todd discusses the RCTP RFQ designee application process. Provides 4 options that the Commission can do today with those applications.

Southern Oregon Region

Commissioner Snyder asks if there is a motion.

Commissioner Youngblood moves to suspend a decision pending further consideration to permit Travel Oregon staff to gather more information as it relates to the information currently in flux with Travel Southern Oregon. Chair Hughson seconds motion.

Commissioner Youngblood states that there is so much happening with Travel Southern Oregon right now between trying to hire a new Exec. Director and finalize the internal workings of the day to day operations. In regards to the process and timeline there are some concerns as it relates to the timeline bumping up against RCTP funding. There is more information that needs to be gathered.

Commissioner Francisco agrees with Commissioner Youngblood's comments especially as it relates to the hiring of an Executive Director.

Commissioner Anway encourages Travel Southern Oregon to move the hiring date

The Commission unanimously adopts the recommendation that the board holds off their designation of the Southern Oregon Region.

Eastern Oregon

Commissioner Snyder asks if there is a motion.

Commissioner Sugahara moves that EOVA be designated for the Eastern Oregon Region. Chair Hughson seconds motion.

Commissioner Sugahara states that Alice and the Eastern Oregon Visitors Association have done such good work, looking forward to seeing that continue.

Chair Hughson states that there is real opportunity for OSU to help with and she encourages that partnership.

Commissioner Anway states that with the 11 counties, he would also encourage EOVA to work with OSU as they could help with some of the coverage in those counties.

Kenji also asks that they establish a solid succession plan.

Commission unanimously approves the Eastern Oregon Visitors Association as the Eastern Oregon Region designee.

Willamette Valley region

Commissioner Snyder asks if there is a motion.

Commissioner Boyles moves to designate the Willamette Valley Visitors Association as the Willamette Valley Region designee. Commissioner Sugahara seconds.

Commissioner Boyles states that WVVA is the best option but that he would echo Commissioner Anway's encouragement to partner with OSU.

Commission unanimously approves the Willamette Valley Visitors Association as the Willamette Valley Region designee.

Central Oregon

Commissioner Snyder asks if there is a motion.

Commissioner Anway moves to designate the Central Oregon Visitors Association as the Central Oregon Region designee. Commissioner Youngblood seconds.

Commissioner Anway states how exciting it is to watch COVA work and use partnerships to create collateral to promote Oregon.

Commissioner Youngblood states that the model we use in Oregon to distribute regional funds is exemplary and that COVA does that to the highest standard which is inspiring.

Commission unanimously approves the Central Oregon Visitors Association as the Central Oregon Region designee –Chair Hughson recuses herself.

Greater Portland

Commissioner Snyder asks if there is a motion.

Commissioner Wilson Anglin moves that Travel Portland be designated the Greater Portland Region designee. Chair Hughson seconds motion.

Commissioner Snyder states that Travel Portland continue to be a very strong partner with Travel Oregon and looks forward to success of this program.

Chair Hughson state how deeply they appreciate the work of Travel Portland what they initiate around the state.

Commissioner Wilson Anglin states that being a lodging property in the eastern part of the state – most guests come through Portland and PDX and thanks Travel Portland for their work resulting in their wonderful experiences.

Commission unanimously approves Travel Portland as the Greater Portland Region designee.

Mt. Hood/Gorge

Commissioner Snyder asks if there is a motion.

Commissioner Boyles moves that Mt. Hood Territory be designated as the Mt. Hood/Gorge Region. Commissioner Anway seconds motion.

Commissioner Boyles states that Blue collar presented an interesting set of ideas, but felt Mt. Hood Territory demonstrated what it meant to be the representative.

Commissioner Youngblood states that Blue Collar responded in kind to my challenges, but that what Commissioner Boyles stated as to being able to manage the RCTP program is completely relevant. The scope of work is much more than marketing.

Commissioner Sugahara strongly urges MT. Hood Territory to work with Blue Collar to utilize some of their ideas on marketing and to work with some of the smaller partners in that region.

Commission unanimously approves Mt. Hood Territory as the Mt. Hood/Gorge Region designee.

Oregon Coast

Commissioner Snyder asks if there is a motion.

Chair Hughson moves to suspend decision on coast designation to allow for both the Greater Newport Chamber and Oregon Coast Visitors Association to be vetted further to best meet the challenges and needs of the vast geographic region. Asks that Travel Oregon staff work with the two applicants and respond to additional questions. Commissioner Sugahara seconds.

Commissioner Snyder states that the value of OCVA has been tremendous and this is a great opportunity for staff to identify where these resources should go understanding the differences and needs of the Oregon Coast.

Chair Hughson states that there was a review committee for this process and there was such a narrow margin between these applicants that it provided a vast amount of information for us to consider.

Commissioner Youngblood states that when it came to the Oregon coast region – both applicants did a great job in front of the review committee. However, based on current historical qualifications we may need additional information. Asks staff to undertake what would be visionary in nature, to understand growth, geography, personnel, marketing opportunities etc. There is so much to consider – delaying designation makes sense.

Commission unanimously approves motion to suspend designation for the Coast Region and for staff to work with both entities.

Appointment of Nominating Committee: Commissioners Boyles, Wilson Anglin and Munguia will serve on the nominating committee with Chair Hughson, and will provide recommendations to the Commission at April meeting.

CEO Remarks: Todd thanks the 12 applicants of the RCTP and thanks Commission for their hard work to weigh the results of the review committee as well as their own thoughts from yesterday's presentations and today's designations. The RCTP program is significant and Travel Oregon is charged with carrying out what will be 1 in every 5 dollars to be utilized in the best way possible to promote the travel and tourism industry. Also thanks Harry Dalgaard for shepherding this process and keeping it moving forward efficiently and professionally.

Global Marketing Update: Kevin Wright provides the Commission with a PowerPoint on Global Marketing efforts for the Winter Campaign, information on the Spring '17 Campaign and Travel Oregon's Brand Identity.

Commissioner Francisco asks what are the metrics for success for new markets and the intervals for those.

Kevin states that we have baseline data, Phoenix is a new market for us so we're looking at that in daily intervals.

Commissioner Sugahara states that Facebook keeps tweaking their algorithms and not tracking metrics well – do you anticipate they'll fix that?

Kevin states that we are trying to reach out to Facebook to determine their analytics, but they keep changing.

Michael Sturdevant states that we know we need to continue to be in the Facebook space, but trying to mitigate those changes has proved interesting.

Commissioner Sugahara asks if Instagram has been the most popular channel for outreach.

Kevin states that Facebook has actually been the most robust targeting platform.

Commissioner Boyles asks about the robotic salmon and if that will be done in virtual reality or how that will be done.

Kevin states that the biggest concern with VR and that the biggest barrier has been the need to have a player, but it can also be used in a flat format. We have some fun ideas on how that can be activated.

2017 Legislative Session Update: Scott West provides the Commission with an overview of the large topics nationally and within the state and what Travel Oregon will be following this legislative session:

- Budget shortfall
- House Democrats hold majority / Senate is 17 to 13
- Not as many bills have been dropped yet – compared to other sessions
- Revenue issues and leadership
- Transportation issues
- HB 4146 from last session and potential changes to local taxes and definitions
- HB 2049 – online travel agencies and taxes collected
- HB 2064 – workgroup recommendations in response to HB 4146 and Department of Revenue to work with local governments on collection and remittance issues
- Many cannabis bills

- Oregon Film bill
- HB 2318 – State Parks flexibility in fee setting
- HB 2506 - Oregon Beach fund bill which would carve off state lodging taxes from overnights on coastal locations to enhance and support safety issues
- State parks will be asking for a significant budget increase to help mitigate staffing and park land issues
- SB 457 to exclude small communities of less than 10,000 from the parameters of local lodging tax preemption

Commissioner Sugahara asks if there is any movement on the outdoor recreation bill.

Scott states that we have not seen that bill yet. Todd explains that the bill would be to create an Office of Outdoor Recreation.

Commissioner Sugahara asks if we are tracking SB 504.

Scott states that we will look for that bill. Also states we will be looking at bill which deals with definition of “facility”. There are many bills introduced with relating to clause on: transient lodging tax, which is concerning and we will be watching all of those.

Commissioner Francisco asks if there are any bills dealing with outdoor recreation and liability.

Scott states that we haven’t seen anything yet.

Commissioner Sugahara states that he hasn’t seen that either.

Chair Hughson states that the next Commission meeting will be in the Gorge in April.

Chair Hughson adjourns the meeting at 11:15 a.m.