



Oregon Tourism Commission Briefing

April 10, 2017

Best Western Plus Hood River Inn

1108 E Marina Way

Hood River, OR 97031

Vice-Chair Ryan Snyder calls the Commission briefing to order at 2:07 p.m.

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

Staff Present include: Todd Davidson, Scott West, Jeff Hampton, Teresa O'Neill, Kristin Dahl, Kevin Wright, Harry Dalgaard, Katy Clair, Kathleen Steward, Staj Olson, Mark Seffner, Jenny Hill and Sarah Watson.

Vice-Chair Snyder welcomes the Commission, staff and guests to Hood River and provides a summary for the day's events.

TrackTown Update

Vin Lananna, Michael Reilly, Colleen Wrenn of TrackTown USA and Kari Westlund of Travel Lane County provide the Commission with PowerPoint regarding their efforts toward the 2021 IAAF World Track and Field Championships. They introduce the official new name for the event which will be – IAAF World Championships OREGON21.

Presentation highlights include:

- Training Camp opportunities - TrackTown is working to help facilitate and help cities, towns and universities to get their assets together to show they are interested in hosting training camps
- TrackTown staff will be in London in 2017 to start discussing the training camp opportunities available in Oregon prior to the IAAF World Championships
- London 2017 promo video

Vice-Chair Snyder thanks TrackTown for their presentation.

Commissioner Sugahara asks if a infrastructure and transportation analysis has already been done.

Colleen states that most of that work has already been done and that next year they will start solidifying and working on any additional details that need to be complete.

Commissioner Youngblood asks if in TrackTown's discussion with ODMO in December if the local DMO's understood the process of training camps and if they are getting engaged in that process.

Kari states that at the ODMO conference, the content listed on OREGON21.website was discussed. There was discussion that team sizes and needs are different and so communities no matter how small or far from Eugene should consider that they might have assets a team could use to prepare prior to OREGON21.

Vin provides examples of how teams will prepare prior to London 2017 and that some teams may train and stay several hours and/or a flight away for their training camp. Understanding this should encourage Oregon towns and venues to promote themselves to potentially host teams.

Commissioner Youngblood asks what they anticipate the population of Eugene being in August 2021.

Michael – as big as we can make it!

Commissioner Wilson Anglin asks how ORLA will help in assisting TrackTown with attracting teams.

Michael states that TrackTown is just starting that work with ORLA to rely on their expertise to help connect to those communities.

Commissioner Boyles asks about the mission statement and that it states “to engage in Oregon communities and in the U.S.”

Michael states that the mission statement tries to be broad enough to leverage the United States as a whole since this will be the first time this event is being held in the U.S.A. The benefit of structuring ourselves this way is that we hope to have a volunteer program, we’ll have a national marketing structure, and ways to seek additional national funding.

Colleen states that they would welcome feedback on their mission statement and any materials that are presented, as they are still learning and welcome how to promote the U.S. and Oregon.

Vin states that the mission/vision statement has not been shared with IAAF yet and if there are additional things that should be included, we’d welcome that discussion.

Kari states that there is a need to capture the sport and promote it to the U.S. to create more interest in track and field.

Brand ID Briefing

Kimmy Cunningham and Raina Jung of Wieden + Kennedy along with Kevin Wright provide the Commission with a PowerPoint showing the updated work of a new Travel Oregon Brand ID.

Presentation highlights include:

- Look back to Travel Oregon brand over the years and creative work that has been done
- Looking to have brand anchor allowing for new campaign messaging to be nuanced
- What the W+K team found as they traveled the state to gather branding ideas – which differs around the state
- Brand voice is the authentic leader of tourism in Oregon focusing on ideas like – honest, abundant and pioneering

- Focusing on the shape of Oregon – creating a “window” for textures that represent the diversity of the state
- Review of color palette and fonts – focusing on the color green along with other color palette and 3 fonts to create and express design for different regions
- Review of potential partner and industry logos and how regional assets would be used to create regional logos
- Review of photography: people and landscapes would be used
- Review of Brand ID next steps

Commissioner Boyles states that he likes the use of the shape of Oregon. Asks if the shape recognizable enough to those outside the state?

Kevin states that the “shape” is not recognizable enough, but that it would always be used along with “Travel Oregon”.

Commissioner Sugahara states that he loves the new Brand – the colors, the branding of the regions. Asks when will this brand start being utilized by Travel Oregon.

Discussion of when the brand will start being used and what needs to be done prior to the implementation of Travel Oregon and regional branding – that the goal is to implement all at once.

Commissioner Munguia points out that as we talk about diversity of state, it would be nice to show that as we use photos of people around the state.

Commissioner Wilson Anglin asks that they focus on trying to work with all the amazing talent around the state as we use professionals to create and implement the brand.

Vice-Chair Snyder recesses the meeting at 3:26 p.m.

Vice-Chair Snyder reconvenes the meeting at 3:43 p.m.

Presentation of Draft 2017-19 Strategic Plan & Budget

Todd Davidson provides the Commission a review of the draft 2017-19 Strategic Plan and budget.

Presentation highlights include:

- The entire Travel Oregon staff helped create and had input in creating the plan
- Plan was released for Public Comment on March 21st, was shared with the Legislature, Governor and industry partners and will be an opportunity for public comment at tomorrow’s hearing, April 11th – with the Public Comment period closing on May 1st.
- Based on comments received, edits to the draft plan will be made and the Tourism Commission will vote to adopt the 2017-19 Strategic Plan at June 19-20 meeting.
- Global Marketing highlights include:
 - Visitor Lifecycle Management platform
 - Enhancing research program to be industry resource

- Changing ORB to OTIS – Oregon Tourism Information System, a collaborative platform for sharing Oregon assets
- Overhauling TravelOregon.com
- Consumer-Media Relations
- Industry Communications championing the value of tourism
- Build and implement a policymaker engagement plan

Total Budget - \$30,100,000

- Global Sales highlights include:

- Asia –
 - Japan continues as Oregon’s #1 overseas market
 - China is Oregon’s #2 overseas market
 - Korea – Travel Oregon will focus more efforts for this new market
- Europe –
 - Now 4 non-stop flights to Europe from PDX
 - Continued partnerships with tour operators to build product content
- India –
 - Fastest growing market to Oregon
 - Targeting and growing tour operators and product content
- Canada –
 - Market has stabilized and working with airline partners with direct routes
 - Canada at/par campaign
- Australia/New Zealand –
 - Oregon new gateway destination as west coast is closest jumping off spot for Australians and Kiwis

Total Budget – \$7,766,352

- Destination Development highlights include:

- Continue implementation of Tourism Studio programs
- Continue leadership in sustainable travel
- Destination Management program help for local communities
- New Product Development
 - Oregon Outdoor Recreation Initiative
 - Bicycle Tourism
 - Agritourism
- Foster Partnership Development

Total Budget - \$3,386,549

- Administration / Operations / Visitor Services highlights include:

- Capacity to serve Oregon’s \$10.8 billion industry which include implementing and supporting RCTP and grant funds

- Internal Alignment - best practices within Travel Oregon and to entire travel and tourism industry
- Technology updates – launch and utilize database to serve industry
- RCTP – Revenue Forecast
 - RDMO – menu of opportunities
- Grants - \$7,621,948
 - Updated grant rules to identify small, medium and large grants
- State Welcome Centers
- Customer Service trainings – Travel Oregon 101’s, Gold Standard of Customer Service and Governor’s Conference

Total Budget - \$8,756,015

Todd cites the four imperatives Travel Oregon looks at to build Strategic Plan and keep at forefront of thinking:

- Optimize Statewide Economic Impact
- Support and Empower Oregon’s Tourism Industry
- Champion the Value of Tourism
- Run an Effective Business

Commissioner Sugahara thanks Todd for the comprehensive report. Asks about rebranding and that the “honest” voice came through in the voice of the Strategic Plan. Appreciates the emphasis on technology updates, outdoor recreation and dispersement of people throughout the state. Asks about the Africa market and South American market.

Todd states that those markets struggle due to air service, so we focused on India who are looking for culinary and outdoor recreation.

Wine Country License Plate Regional Designation Process

Jeff Hampton shares with the Commission that at the February meeting, the Commission adopted rules to align the Wine Country regions with the Tourism Regions. With that change, there is an obligation to designate entities to receive that money. The current RDMO’s are interested in continuing to be the designees to receive that funding, but there is an 8th wine region to consider. It is the staff recommendation to designate the RDMO’s to receive the funding on behalf of that wine region. Explains why staff does not have a recommendation, as of yet, as to the Region 1 recommendation.

Todd, in introducing Scott, thanks him for the work he did shepherding the Strat Plan through the process.

2017 Legislative Update

Scott West provides the Commission with an update on the 2017 Legislative Session. This week is the last week for a work session to be held in first chamber. If not moved out of committee by April 18th – they can be considered dead.

Bills the travel and tourism industry are watching are:

- HB 2400 & 3180 – DOR to work with locals on sharing of revenue information
- HB 2049 – transient lodging intermediaries / third-party collection
- HB 2744 – expands tourism related facility definition
- HB 2768 – expands tourism promotion definition
- HB 3260 – coastal county to impose local lodging tax on short-term rental
- HB 3172 – creating “tourism districts”
- SB 191 – transparency website bill
- SB 745 – creates Oregon Beach Fund
- HB 2318 – OPRD flex-fee bill
- HB 2143 – Outdoor Recreation Day
- HB 3149 – Development of Oregon Coast Trail
- HB 3350 – creates the office of Outdoor Recreation
- HCR 8 – celebrates 50th anniversary of Beach Bill
- SB 327 – recreation liability issues

Scott states that there are a lot of bills introduced relating to “marijuana”, some that we are watching.

Commissioner Sugahara asks about SB 504 dealing with liability.

Scott states that both SB 504 and the companion bill, HB 2483, have been sent to Judiciary but haven’t seen any movement.

Commissioner Sugahara asks about HB 3350 and if it really might move to the House floor.

Scott discusses that there are still some questions relating to the funding of the program and where it would live which is why it hasn’t passed out of committee yet.

Don asks about the restrictive scheduling bill, SB 828.

Scott states that we are following bill, that it has been scheduled for a work session, but it is being opposed by a lot of different industries.

ITB Update

Teresa O’Neill and Ryan Snyder discuss Ryan’s attendance to ITB in Berlin in March and that they were able to stop in London for a meeting with Delta regarding the Portland – London direct flight.

Vice-Chair Snyder discusses how big ITB is and how hard the Travel Oregon team works to make these events and meetings happen.

Nominating Committee Report

Commissioner Munguia states that the nominating committee met earlier today and that they'd like to move forward the nominations of Ryan Snyder as Chair and Scott Youngblood as Vice-Chair for 2017-2018.

Election of 2017-18 Commission Officers

Commissioner Boyles moves that Ryan Snyder be appointed as Chair and Scott Youngblood as Vice-Chair for 2017-18. Commissioner Sugahara seconds motion. Commission unanimously approves Ryan Snyder as Chair and Scott Youngblood as Vice-Chair for 2017-18.

Vice-Chair Snyder adjourns Commission briefing at 5:04 p.m.