



Oregon Tourism Commission Briefing

June 19, 2017

Tetherow Resort
61240 Skyline Ranch Rd.
Bend, OR 97702

Chair Hughson calls the Commission briefing to order at 9:17 a.m.

Commissioners present include: Alana Hughson, Ryan Snyder, Kara Wilson Anglin, 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, Kate Sappell, Petra Hackworth, Staj Olson, Jenny Hill and Sarah Watson.

Alana welcomes the Commission, staff and guests to Bend and provides a summary for the day's events.

Discussion of Draft 2017-19 Strategic Plan & Budget

Todd Davidson opens a discussion with the Commission regarding the process that went into drafting the revised Draft 2017-19 Strategic Plan and Budget. There has been a lot of input and work put into the Plan. Todd discusses the comments that were received and how staff recommended changes to the Plan based on those comments – citing the 2017-19 Draft Strategic Plan Modifications.

- Item 2 – the projected growth has been adjusted in lodging demand based on economic state and national projections – moving it from 2.5% to 1.75%. Based on that, we still believe that the 4.5% projected budget growth is still reasonable.
- Item 8 – a programmatic Organization Chart has been included.
- Item 9 - based on comments received on metrics that are tracked, staff has put together a list of metrics Travel Oregon tracks to help inform our Plan.
- Item 10 - the budget has been modified to reflect the organizational changes shared with the Commission – including formation of a Global Strategic Partnership department.

Todd highlights the changes to the budget noting the amended budget numbers are due to revenue shortfall as received from the Department of Revenue. There will be no immediate change to our 16-17 Budget because we have not overspent. Discusses 3.8% growth for this year instead of 5% that was projected and how that impacts the budget allocated for 10% for Grants and 20% for Regional Cooperative Tourism Program (RCTP). Cites pg. 18 of Draft 2017-19 Strategic Plan and changes made to the 2017-19 Biennial Budget – changes made in Global Sales and Global Marketing and Administration.

We are anticipating changes to capacity to properly staff the programs that we are committed to supporting, to fulfill industry expectations and to address the pillars contained in HB 4146.

Commissioner Snyder thanks the work of staff to put together the public comments for review.

Chair Hughson thanks Todd for connecting with the Commission prior to this meeting to ensure that there weren't any additional questions or clarifications to the Strategic Plan or budget that needed to be made.

Presentation of 2017-19 RCTP Plans

Todd Davidson thanks the work of staff, specifically Harry Dalgaard, for the work it has taken to work with the regions and provide the support needed to help the regions draft their RCTP plans.

Harry Dalgaard provides background on the RCTP Plan development process. The full plans will be available once they are complete and finalized. Harry discusses how this briefing will proceed and the order of presentations of general overview of plans:

Central Oregon Visitors Association for Central Oregon

Eastern Oregon Visitor Association for Eastern Oregon

Travel Portland for Greater Portland

Mt. Hood Territory for Mt. Hood/Gorge

Oregon Coast Visitors Association for Oregon Coast

Travel Southern Oregon for Southern Oregon

Willamette Valley Visitors Association for the Willamette Valley

Chair Hughson, as a Regional Destination Marketing Organization (RDMO), thanks Harry and the staff for providing the template which made it easy for staff to formulate thoughts and staff to submit their plan.

Central Oregon

Joey Hamilton of Central Oregon Visitors Association (COVA) walks the Commission through a PowerPoint presentation highlighting the Mission/Vision they have for Central Oregon – specifically highlighting research, alignment, experience, stakeholders and experts.

Kenji asks about the decrease in Global Sales budget.

Joey answers that that will be going into the IAGTO conference being held Summer '18.

Eastern Oregon

Alice Trindle walks the Commission through a PowerPoint presentation highlighting the points of their plan. Alice thanks Travel Oregon thanks staff for help in developing their plan explaining that for Eastern Oregon, the RCTP is more than 90% of our budget - an increase from \$60,000 just 2 years ago to \$300,000 for 2017-19.

Commissioner Munguia asks about the significant increase in the Eastern Oregon administration budget.

Alice explains that previously the administration dollars have come out of the RCTP funds and membership dues. Now that there are more funds, the EOVA board has agreed to put money towards the Executive Director position.

Commissioner Boyles discusses agritourism and that land use laws can be at odds with being able to pursue these strategies. Asks Alice if that has that been her experience and if they are anticipating any opposition to their plan?

Alice explains that over the last several years, we've been able to educate and inform our suppliers of how to work within those land use laws to still be able to make their product work. The workshops that Travel Oregon staff has provided, has helped our partners - making it possible to navigate those laws.

Todd clarifies that there is an understanding that regions have to stay flexible around their programs and needs, so the RCTP guidelines state that modifications can be made to their plans by communicating those changes and needs to staff.

Greater Portland Region

Billie Moser of Travel Portland walks the Commission through a PowerPoint presentation highlighting the points of their plan. Partners in attendance include: Jeannine Breshears (Oregon Mt. Hood Territory), Megan Conway and Amanda Lowthian (Travel Portland), and Jason McGill (Washington County Visitors Assoc.).

No questions asked regarding the Greater Portland Region plan.

Chair Hughson recess the meeting at 10:32 a.m.

Chair Hughson reconvenes the meeting at 10:50 a.m.

Mt. Hood/Gorge

Lizzie Keenan of Mt. Hood Territory walks the Commission through a PowerPoint presentation highlighting the points of their plan. Lizzie thanks staff for all their help in the development of their plan.

Commissioner Sugahara asks about destination development budget allocation.

Lizzie states that it is for the Trail Ambassador program, explaining that to train and create the program will take more resources, and then additional funding support will happen the following year.

Commissioner Sugahara asks about the Towns to Trails program and their partnership with the Columbia River Gorge Alliance (CRGA).

Lizzie states that the CRGA hasn't asked for any additional support or resources, but that they will look for opportunities to help should it be needed.

Oregon Coast

Marcus Hinz of the Oregon Coast Visitors Association (OCVA) walks the Commission through a PowerPoint presentation highlighting the points of their plan. Marcus thanks staff for all their help in the development of their plan.

Commissioner Sugahara compliments OCVA on working with OSU to develop some of those programs cited in the plan. Commissioner Sugahara asks about the South Coast's limited involvement and if the problem is an access issue.

Marcus states that there are several layers as to the South Coast limited involvement. Part of it is educational, city and county leadership and community understanding and partnership with each other is another aspect. Marcus explains that there is also a transportation infrastructure issue but they have been focusing efforts on accessing the airports vs. driving long distances.

Chair Hughson asks about the OCVA board and if there are stakeholders involved from all along the coast and where board meetings are held.

Marcus states that board meetings are spread along the coast – one on the South Coast, one on the North Coast and 2 on the Central Coast. States that OCVA staff will also be placed all along the entirety of the coast as well.

Chair Hughson thanks Marcus for his work in developing his plan and notes the effort it takes to coordinate the diverse needs of the entire coast.

Commissioner Munguia asks about the housing study and what the purpose of the studies are.

Marcus states that there are 7 counties along the coast all with different housing needs and different land use laws. A housing study will allow us to help understand those issues better and work with leadership in those counties to help solve affordable housing needs. States that they are working with OSU to provide that study, which is a trusted entity, will help provide and support that message back out to the communities.

Southern Oregon

Brand Niva of Travel Southern Oregon (TSO) walks the Commission through a PowerPoint presentation highlighting the points of their plan.

Commissioner Wilson Anglin asks what some of the positions are they hope to hire?

Brad states that he is currently the only staff. Bob Hackett will start next week and a PR person will be coming on soon. There are also some administrative needs and we'd love to find a place for Sue Price.

Commissioner Sugahara asks about the RARE program person and if there are any contingencies should the federal funding for that program not come through.

Kristin Dahl states that all the RARE positions as it relates to the tourism industry have been, or are expected, to be funded.

Commissioner Sugahara asks about the “dissatisfied” comment of their members and where that came from.

Brad states that due to some historical circumstances of having to cut programs and opportunities, some membership wondered what a “membership” actually got them. But we are working with those partners in changing that conversation.

Willamette Valley

Irene Bernards of Travel Salem walks the Commission through a PowerPoint presentation highlighting the points of their plan.

Commissioner Sugahara asks about the Central Cascades portion of their constituency.

Irene states that they don't feel the "wine" messaging relates to them.

Commissioner Sugahara asks what outdoor activities are out there?

Irene states that there is biking, birding, water sports, fishing, trails, etc.

Other Business

Chair Hughson thanks the RDMO's for their RCPT presentations.

Todd reviews the Commission agenda for June 20th.

Jeff Hampton provides the Commission with a recommendation for the Tourism Promotion Agency designation for Wine Country License Plate Program to be considered at tomorrow's Commission meeting.

Chair Hughson adjourns Commission briefing at 12:01 p.m.