



Oregon Tourism Commission Meeting

June 20, 2017

**Tetherow Resort
61240 Skyline Ranch Rd.
Bend, OR 97702**

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

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

Staff Present include: Todd Davidson, Scott West, Jeff Hampton, Teresa O'Neill, Kristin Dahl, Kevin Wright, Harry Dalgaard, Kate Sappell, Katy Clair, Petra Hackworth, Bryan Mullaney, Lisa Itel, Mo Sherifdeen, Mark Senffner, Staj Olson, Linea Gagliano, Greg Eckert, Jenny Hill and Sarah Watson.

Chair Hughson welcomes the Commission, staff and guests to Bend and provides a summary for the day's events. Chair Hughson welcomes the First Gentleman, Dan Little, and thanks him for attending the meeting today.

Commissioners and those in attendance provide self-introductions.

Local Welcome

Kevney Dugan of Visit Bend provides a local welcome to the Commission highlighting tourism as a major economic driver for the community. Tourism is an important part of our culture and way of life and is a great recruiter to folks coming to Bend. We expect this year's TRT revenues to be up 14% YOY. At Visit Bend, we continue to focus on shoulder season and winter months to grow tourism. Kevney discusses their focus on arts and culture which has also increased their shoulder season growth. Discusses their "Visit Like a Local" campaign. The highlight of the last year has been Visit Bend's focus on partnerships and coordinating with other tourism partners to help support and grow the Bend community.

Chair Hughson discusses what a great job Kevney has done to grow relationships with local partners and local elected officials.

Public Comment

Jim Coey, Mayor of Oakridge, thanks staff for the work and support Travel Oregon provided to help with the Rural Tourism and Bike Summits in Oakridge.

Teri Meyer, Lapine Chamber of Commerce, provides the Commission with a presentation of the Lapine area and new Rural Tourism Studio - Newberry Country Trail.

Commission Business

Chair Hughson ask the Commission if they've received their Commission packet, including financials – Commissioners confirm they have.

Chair Hughson states that Commissioner Snyder, Commissioner Francisco and Commissioner Youngblood met with Todd and Jeff regarding the financials. Commissioner Francisco discusses the budget and clarifies the Industry and Visitor Services budget.

Commissioner Snyder thanks Todd and Jeff for their work in putting together the budget information and being responsive to any questions.

Commission Action

Chair Hughson asks for a motion to approve the minutes.

Commissioner Boyles offers correction on pg. 2 of Briefing minutes – using “structuring” rather than “instructing”.

Commissioner Boyles moves to adopt the amended Briefing and Commission meeting minutes. Commissioner Youngblood seconds the motion. The April 10th Commission Briefing and April 11th Commission meeting minutes are unanimously approved.

Chair Hughson discusses the CEO review of Todd Davidson – citing the committee that held the review consisted of Chair Hughson, Commissioner Snyder and Commissioner Youngblood. Chair Hughson explains that there was a very thorough survey sent out to Travel Oregon staff and industry partners. All comments were reviewed and a competitive step increase was evaluated. The CEO review committee met for half-day looking at goals and objectives for coming years including the hiring and quality of Travel Oregon staff. The review committee, with consensus of entire Commission, recognizes Todd with a unanimous endorsement of his work.

Adoption of 2017-19 Strategic Plan and Budget

Chair Hughson thanks the staff for the work that has gone into the thorough development of the Strategic Plan and budget.

Commissioner Francisco thanks the Travel Oregon team for the additional documents provided to the Commission as requested.

Commissioner Snyder moves to approve the 2017-19 Strategic Plan and biennial budget of \$75,740,000. Commissioner Boyles seconds the motion. The 2017-19 Strategic Plan and biennial budget of \$75,740,000 is unanimously approved.

Tourism Promotion Agency Designation for Wine Country License Plate

Jeff Hampton discusses the need to designate tourism promotion agencies for the Wine Country License Plate distribution. (see document).

It is the staff recommendation that the Commission to designate the 7 RDMO's as tourism promotion entities as well as Travel Salem for Region 1.

Commissioner Wilson Anglin asks if all the RDMO partners are happy with being designated.

Jeff discusses that the RDMO's are all willing and able to be the designees.

Commissioner Francisco asks if the Oregon Wine Board (OWB) is in support of these designations.

Jeff states that the Oregon Wine Board has been notified about the recommendations and we have not heard any disagreement from them. Jeff discusses how the OWB is in support of the program and have been included in the process.

Chair Hughson recuses herself from the vote as she directs the Central Oregon Visitors Association (COVA) who is an RDMO that will be receiving these funds.

Commissioner Boyles moves to designate the 7 RDMO partners; Travel Southern Oregon, Travel Portland, Central Oregon Visitors Association, Oregon Coast Visitors Association, Oregon's Mt. Hood Territory, Eastern Oregon Visitors Association, Willamette Valley Visitors Association and Travel Salem for Region 1 as the Tourism Promotion entities designated to receive and distribute funds from the Oregon Wine Country License plate program. Commissioner Francisco seconds motion. Commission unanimously approves the 7 RDMO partners and Travel Salem as the designees for tourism promotion – Chair Hughson abstains from voting.

Alana recesses the meeting at 10:00 a.m.

Alana reconvenes the meeting at 10:14 a.m.

Oregon Outdoor Recreation Initiative Update

Dan Little, First Gentleman of Oregon, provides history on Governor Brown's involvement and interest in Oregon's outdoor recreation. Mr. Little provides background on his involvement and work for the U.S. Forest Service and shows the Commission a PowerPoint presentation of his work focusing on connecting Oregonians to the outdoors.

Kristin Dahl thanks Mr. Little for his involvement and provides the Commission with an PowerPoint update on the economic impact of outdoor recreation nationally and what efforts are being undertaken to create an Outdoor Recreation vision for Oregon.

Sally Russell, Bend City Councilor and member of the Oregon Outdoor Leadership team, acknowledges and thanks the Tourism Commission for being supportive of the Oregon Outdoor Recreation Initiative. Councilor Russell discusses the potential negative impacts of having too many people visiting the Oregon outdoors without mitigating the sustainability possibilities to ensure Oregon's outdoor beauty is maintained. Cites a case study for the Deschutes National Forest.

Chair Hughson thanks each of the presenters for the work being done and asks about transportation needs and options available to help maintain the Oregon outdoors.

Kristin explains that they were referencing the #8 Impact Area (slide 13) of focusing on those areas that are being overtaxed by people and cars.

Chair Hughson asks if the other priorities will potentially get reaction with the new office of Outdoor Recreation.

Kristin states that the leadership team really feels like that having an outdoor recreation office will help focus the state's issues relating to outdoor recreation.

Councilor Russell states that the economic impact of outdoor recreation and having an office is critical.

Kristin states that HB 3350 to create the Office of Outdoor Recreation is currently stalled in committee, but that they are hopeful of it being passed.

Commissioner Youngblood states that there is an organization called Passport Oregon that the Embassy Suites has been supporting. Are there ways that the Commission can support and endorse to help support these kinds of programs.

Mr. Little states that he is aware of Passport Oregon and is working on trying to connect with these organizations and trying to help understand the issues that they may be dealing with.

Commissioner Wilson Anglin asks about the partnership of agritourism and outdoor recreation.

Kristin thanks Commissioner Wilson Anglin for that suggestion and states that they are currently looking at those key partnerships.

Commissioner Wilson Anglin asks what safety mechanisms are in place when someone is using the outdoors in rural Oregon when safety services might be limited.

Kristin states that they will be continuing to look at that problem and that it might be worth looking to the efforts being done in the Columbia River Gorge regarding safety.

Commissioner Wilson Anglin discusses the "No trace left behind" and "Leave it better than you found it" initiatives to leave Oregon pristine and the work being done by local farmers to ensure that is being carried out.

Councilor Russell discusses that the leadership team has discussed those issues in length and that it is high on their priority list.

Chair Hughson thanks Mr. Little and Councilor Russell for their work and for being here today.

Gorge Commission Update

Krystyna Wolniakowski, Executive Director of the Gorge Commission, provides the Commission with a PowerPoint presentation of the efforts happening in the Gorge.

IPW Update

Teresa O'Neill introduces Petra Hackworth, the new Vice-President of Global Sales. Petra introduces Lisa IteL and Greg Eckert and provides the Commission with a PowerPoint presentation on the recent IPW trade show.

Chair Hughson thanks the team for their hard work, stating that the growth happening in Oregon bringing new international travels is directly tied to the Global Sales Team.

Commissioner Snyder congratulates the team on IPW booth.

Commissioner Munguia discusses his experience at IPW this year, the synergy between Travel Oregon and Travel Portland. Each appointment was an opportunity to learn from the individuals in front of him. The team did a wonderful job – it was wonderful to see the amount of detail and thoughtfulness that goes into the coordination. Discusses how inspiring it was to see in action.

Teresa thanks all the partners throughout the state.

Global Marketing Spring Update

Kevin Wright provides the Commission with a PowerPoint presentation on the Global Marketing Spring Campaign.

Chair Hughson thanks Kevin for explaining how the YOY numbers are becoming less relevant as analytics change.

Commissioner Wilson Anglin thanks Travel Oregon staff for coming back out to Eastern Oregon and providing updates on the Rural Tourism Studio that was held several years ago.

Commissioner Youngblood thanks Kevin for providing the Global Marketing updates and that the information provided is as good or better than the information he receives from Hilton worldwide.

Kevin states that it truly is a team effort and it's great to have that expertise in house.

Commissioner Wilson Anglin asks about how to handle the challenges happening with the new Google search information.

Kevin states that they will pass that information along once we have it.

Todd states that the importance of shoring up resources in staffing to Support and Empower our partners as stated in the Strategic Plan.

TravelOregon.com Launch

Mo Sherifdeen provides the Commission with a PowerPoint presentation on the work to update TravelOregon.com.

Commissioner Munguia thanks and congratulations to the team for all the work they do to make the website amazing.

Chair Hughson thanks the entire Travel Oregon team for all the work that goes into doing their jobs as well as advising and supporting all the regions in the work that they do.

Eclipse Update

Linea Gagliano introduces Paula Naegle, Office of Information Management, and provides the Commission with a PowerPoint presentation on the upcoming Aug. 21 summer eclipse.

Commissioner Wilson Anglin asks about what can we do in our messaging to make sure communities are prepared for the eclipse.

Ms. Naegle states that the Governor's office is working with the Regional Solutions team which are out in the communities to make sure all the eclipse messaging and information is available. Commissioner Wilson Anglin states that there will be a considerable fire danger.

Linea discusses the coordination that has been happening with state agencies evaluating and discussing potential scenarios to ensure Oregonians and visitors are safe and have the best possible experience while they are here.

2017 Legislative Update

Scott West provides the Commission with an update on the 2017 Legislative session citing that one-hour notice has been implemented. Several key bills and issues that have been followed include:

- HB 3350 - Outdoor recreation bill, still in committee
- HB 2064 - lodging tax bill, still in committee
- HB 2143 – designating first Saturday in June as outdoor recreation day, passed

The legislature is focusing on transportation and budget shortfall before they can sine die.

Other Business

Todd states how blessed he feels to professionally get to do what he gets to do every day with the team he gets to do it with.

Commissioner Snyder thanks Chair Hughson for her work and presents her with an Oregon plaque for her service as Chair of the Oregon Tourism Commission the last two years.

Chair Hughson states what a privilege it has been to serve as Chair.

Chair Hughson adjourns Commission meeting at 12:48 p.m.