



## Oregon Tourism Commission Briefing

June 20, 2018

Lodge at Riverside  
900 SE 8<sup>th</sup> St.  
Grants Pass, OR 97526

Chair Snyder calls the Commission meeting to order at 1:08 p.m. Chair Snyder welcomes the Commission, staff and guests to Grants Pass and provides a summary for the meeting.

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

Staff Present include: Todd Davidson, Sarah Watson, Jenny Hill, Scott West, Teresa O'Neill, Petra Hackworth, Meredith Williams, Lisa Itel, Lorna Davis, Staj Olson, Kevin Wright, Jeff Hampton, Kate Sappell, Harry Dalgaard, Carole Astley, Kendra Perry, Katy Clair, Sara Morrissey, Mo Sherifdeen, Ladan Ghahramani.

### Tourism Commission June 21<sup>st</sup> meeting agenda review

Todd reviews the June 21<sup>st</sup> Commission meeting agenda:

- Local Welcome
- Public Comment
- Nominating Committee Report on 18/19 Commission Officer election
- No Budget Modification needed as we are on budget. There could be some additional revenue based on DOR changes, but we can address those at Sept. meeting.
- Reports, Updates:
  - Regional Solutions Team update
  - Regional Cooperative Tourism Program
  - 2017 Wildfire Impact Study results
  - Ashland Welcome Center Update
  - Global Marketing Campaign Update
  - Global Sales Road Rally

## Brand USA Microsite Update

Teresa O'Neill and Nate Huff of Miles Media review the Brand USA microsites for Travel Oregon and walk the Commission through a Powerpoint showing the Travel Oregon Brand USA microsite.

Commissioner Sugahara asks about "clicks to date" and what that timeframe is.

Nate states that the pacing on that for some countries are better than others. We want to ensure we are finding those people actually engaging in the site. From a delivery perspective – the first couple of weeks is all over the place as we figure out metrics. States that they would like to see the pacing increase and that he's confident we will get there - optimizing on quality.

Discussion with Commissioner Youngblood regarding UK forecast numbers.

Todd and Nate discuss forecast vs. performance to date.

Commissioner Boyles asks about the road trip videos and if those are complete.

Nate says they are about 4 weeks away from delivering the road trip videos and that they will have their own dedicated vendor and metrics to monitor those.

Teresa states that will have opportunity to talk with our domestic team to see what is working well and how to publish those results.

## 2019-21 Strategic Plan Process & Tourism Listening Session Report

Harry Dalgaard and Staj Olson provide the Commission with a Powerpoint report on the recent 10 Listening Sessions held throughout the state and the findings of this effort.

Commissioner Sugahara asks about affordable housing concerns mentioned on listening sessions. Has that become a large need throughout the state?

Staj states that yes, the need is growing as people are having to move further away from their place of work to afford housing.

Commissioner Sugahara asks if there are specific regions affected more by affordable housing needs?

Harry states that affordable housing needs were more significantly discussed on the north coast, in Central Oregon and in the Hood/Gorge region. Continue Powerpoint discussion reviewing region specific Listening Session results.

Commissioner Sugahara asks about the Willamette Valley Rare placement and if that is continuing.

Harry states that yes it is continuing and expanding. Travel Oregon will continue to support and expand funding for those positions.

Commissioner Sugahara asks if federal funding is still being received for those Rare placements.

Harry states that Kristin will know that answer and we will be sure to follow-up.

Scott West and Staj Olson provide the Commission with a Powerpoint on the 19-21 Strat Plan process.

Commissioner Boyles asks about the 187 tactics and how we execute and track those.

Staj explains the process in that each team manages those tactics and there could be some internal team planning on how their work supports the Strat Plan or how the Strat Plan may mandate a team's work. Clarify that the Staff Reports the Commission receives for each meeting also report on these tactics.

Commissioner Boyles asks if those tactics may change based on the work and tracking or if new work needs to be added if tactics are added or changed.

Staj states that yes, it is a constantly evolving process of tracking and changing based on the work.

Scott clarifies that Staj is managing this plan and keeping the plan on track. It is important to us to ensure that staff see themselves in the plan and in the process, so they can help continue to inform and work based on the plan.

Commissioner Sugahara congratulates the team on the structure and process put in place to do this based on the growth of Travel Oregon. This tracking and staff involvement will be critical moving forward.

Scott states that it is important to get the feedback from staff on how to move forward and what is important as well as industry input and the importance placed on that.

Commissioner Sugahara asks if we expect slight tweaks to the plan or if there might be larger changes.

Scott states that while we are managing the plan well, the topics of concern of our industry are very complex and tourism has a role in those issues so we will continue to manage it. Introduces Sara Morrissey as our new Public Affairs Manager. As an industry, when we decide what is important to do – we can do it. Provides example of Gorge growth and how close it is to Portland and how we manage those tourism issues.

Todd states that working on our Strat Plan in this way is because of the empowerment given to us by the Commission in statute, to be nimble and market responsive. When

we see issues arise, we can move towards that, but how we get there may change. For instance, how do we use our marketing efforts to help with issues around the state – transportation, congestion, etc. We create a plan, accountable to the Commission – but you give us the ability to be nimble to change which is imperative. How are we achieving our goals, and our learnings so that as we develop the plan and manage the metrics we help our industry partners develop their plans and their work. The authorities you've been granted as a Commission, and the authorities you've given staff and how we capture those achievements and metrics – is a beautiful cyclical process. Thanks Staj and Scott for their work in their development of the timeline plan and shepherding of the plan.

Chair Snyder asks if there is any indication to what Oregon's population growth will be.

Scott states he doesn't have it information – but will follow-up and get it to him.

Todd states that our growth relative to other states seem to be very strong.

Commissioner Sugahara asks if there is a comparison between the results of the Slightly Exaggerated campaign and the 7 Wonders campaign.

Kevin states that they will look at providing that data to the Commission.

Commissioner Youngblood states that staff are managing based on TO's growth is astounding – creating a whole new organization to manage the increased resources. The process is so thoughtful based on the investment given – to see how purposeful this is being managed is amazing.

Chair Snyder states he agrees wholeheartedly. Thanks everyone.

#### Other Business

No other business cited.

Chair Snyder adjourns the meeting at 2:39 p.m.