



Oregon Tourism Commission Meeting

April 14, 2019

The Hotel Eugene
Bloch/Sosa Rooms
66 East 6th Avenue
Eugene, OR 97401

Chair Snyder calls the Commission meeting to order at 12:33 p.m. and welcomes the Commission, staff and guests to Eugene and the Oregon Governor's Conference on Tourism.

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

Staff Present include: Todd Davidson, Sarah Watson, Jenny Hill, Scott West, Jeff Hampton, Kevin Wright, Teresa O'Neill, Petra Hackworth, Kristin Dahl, Greg Eckhart, Ladan Ghahramani, Nastassja Olson, Katy Clair, Michael Sturdevant, Lisa Iteel, Linea Gagliano, Gabi Duarte, Lorna Davis, Meredith Williams, Kathleen Stewart, Jenna Wheatley, Kate Sappell and Sara Morrissey.

Local Welcome

Kari Westlund, President/CEO of Travel Lane County welcomes the Commission to Eugene and provides a PPT presentation outlining and summarizing a number of projects in Lane County.

Public Comment

No one has signed up for Public Comment.

Commission Business

Chair Snyder asks if everyone received packets and finances, and thanks Commissioners Francisco and Youngblood for being a part of financial review.

Commission Action

Approval of Minutes

Commissioner Youngblood moves to approve the February 4th and 5th Commission Briefing and Meeting minutes, Commissioner Munguia seconds. The minutes are approved by unanimous consent and will be posted to the industry website.

CEO Evaluation Process

Chair Snyder states that every year the Commission completes a review of the performance of Travel Oregon's CEO. The process to inform that review includes seeking input from statewide stakeholders, tourism professionals, other agencies and of course, direct input from the Tourism Commissioners themselves. This is completed through an anonymous

survey distributed and collected confidentially. Chair Snyder directs Travel Oregon VP of Operations to meet with Commissioner Youngblood and him to develop a timeline for the confidential survey and begin the outreach process for gathering information. Results will be provided to Chair Snyder and Vice-Chair Youngblood who will formally conduct the review on behalf of the Commission. In addition to being surveyed, an individual conversation with each Commissioner will be had to discuss action on the review. This survey work and the final review will be completed no later than July 31, and the results of the CEO review will be included for report out at either the June or October public Commission meeting.

Nominating Committee Report

Chair Snyder asks Commissioners Munguia and Wilson Anglin to provide the Nominating Committee Report. Commissioner Munguia discusses the communication and timeline for the nominating process and that he is honored to be a part of the process. The final recommendation is that Commissioner Youngblood serve as Chair and Commissioner Francisco serve as Vice-Chair beginning July 1st.

Chair Snyder asks if there are any questions. Commissioner Sugahara moves to approve Commissioner Youngblood as Chair and Commissioner Francisco as Vice-Chair. Commissioner Anway seconds. Motion unanimously approved.

Presentation of 2109-2021 Draft Strategic Plan & Budget

Todd Davidson discusses that Commissioners were sent the Draft Strategic Plan and Budget in their Commission packets. It was released to the public on March 28th and is open for public comment until May 1st. The Draft Plan was shared with the Governor, Business Oregon, Oregon Legislative Leadership and 9 other tourism industry associations as directed by ORS 284.111.

Todd explains how the Power Point (PPT) presentation will flow, with each Vice President covering their respective departments. Todd provides a history of the Oregon tourism industry including specific data since the creation of the Oregon Tourism Investment Proposal in 2003:

1. Visitor spending is up 89% (from \$6.5 billion to \$12.3 billion),
2. Direct employment is up 37% (from 84,500 jobs to 115,400);
3. Employee earnings are up 111% (from \$1.7 billion to \$3.6 billion)
4. Today 76% of all overnight travel spending in 2014 resulted from out-of-state and international visitors traveling throughout the state.
5. State and local taxes generated by visitors are up 127% (from \$246 million to \$560 million).
 - a. In fact, following the passage of HB 2267, local taxes have grown 143% and state taxes grew 99%.
 - b. Prior to the passage of HB 2267, local taxes resulting from travel were growing an average of \$5MM annually. After the implementation of HB 2267, local taxes grew on average statewide \$9.7MM annually, an increased growth rate of 94%.

Todd continues with the PPT discussing Travel Oregon’s vision, mission and values. Moving through the upcoming biennium, the four imperatives will remain: Optimize Statewide Economic Impact, Support and Empower Oregon’s Tourism Industry, Champion the Value of Tourism and Run an Effective Business.

Todd introduces Scott West, Chief Strategy Officer, and Staj Olson, Project Manager, Strategy, to review the strategic planning process.

Scott and Staj review the strategic planning timeline which includes listening sessions, desired tourism priorities and focus areas, key inputs, staff engagement and action planning.

Jeff Hampton, VP Operations, continues with the presentation of the Draft Strategic Plan. Jeff discusses Administration and Operations, highlighting: Engagement, Culture, Values and Equity; Process and Strategy Alignment; and Technology.

Kristin Dahl, VP Destination Development, continues with the Draft Strategic Plan Presentation. She discusses what the Destination Development team does and their approach to development and training opportunities to meet the needs of the industry and the support of high-use destinations to manage the impacts that stem from visitation.

Teresa O’Neill, VP Global Strategic Partnerships, continues with the Draft Strategic Plan Presentation discussing the Regional Cooperative Tourism Program, the Industry Services team, Competitive Grants and Strategic Partnerships.

Petra Hackworth, VP Global Sales, continues with the Draft Strategic Plan Presentation highlighting nonstop air service, Go West 2020 and the Global Sales Summit 2020.

Kevin Wright, VP Global Marketing continues with the Draft Strategic Plan Presentation discussing advertising, Visitor Lifecycle Management (VLM), research, Welcome Centers, integrated marketing, Oregon Tourism Information System (OTIS), consumer communications and industry communications.

Todd closes the presentation discussing the process summary and schedule going forward to adopt the Strategic Plan and Budget.

Public Hearing on 2019-2021 Draft Strategic Plan & Budget

Chair Snyder thanks staff and opens the Public Hearing in accordance with ORS 284.111 to “Prepare and Approve a Comprehensive Marketing Plan” (Strategic Plan) and ORS 284.126 to “Develop and Adopt a biennial budget”. The purpose of a public hearing is to give interested persons an opportunity to submit data and/or personal comments prior to the adoption of the Strategic Plan and Biennial Budget.

Bobbie Conner, Tamastlikt Cultural Institute - states excitement for the language regarding values of inclusion. She directs her comments to staff for the section on GSP: 1) discussing Eastern Oregon is rural, large and resource challenged, 2) regarding Signature Trails – if they are not signature would ask that specifically historic trails not be ignored, 3) Collaboration – Travel Oregon has the opportunity to engage other state agencies – specifically cultural non-profits that are generally non-profit or seasonally run. She

discusses the heritage tourism and shared technology collaboration that non-profits could benefit from.

With no one else signed up to testify, Chair Snyder closes the Public Hearing on Travel Oregon's 2017-2019 Draft Strategic Plan and Biennial Budget.

Chair Snyder recess the hearing at 2:22 p.m.

Chair Snyder reconvene the hearing at 2:33 p.m.

Reports, Updates & Discussions

2019 Legislative Update

Scott West, Chief Strategy Officer, and Sara Morrissey, Public Affairs Manager with Travel Oregon provide the Commission with an update on the current legislative session.

Scott discusses the legislative session process and that as of April 9, only about 1600 bills are still alive.

Sara reviews the Legislative Update handout as distributed to the Commission. She highlights the following bills (exhibit):

- SB 595 – Adjust the allocation percentage of TLT for workforce housing
- HB 2751 – Administration of TLT
- HB 2117 – Transient Lodging Tax
- HB 3134 – Tourism promotion definition
- HB 3135 – Software for statewide TLT enforcement
- HB 3136 – Establishment of Statewide TLT Collection Program
- HB 3137 – Transient lodging collection date
- HB 3138 – Removal of 30 day minimum for short term rentals
- HB 2503 & SB 448 – Search and rescue
- SB 287 – Farm breweries

Commissioner Munguia asks about the collection for smaller jurisdictions (re HB 3136). Sara states that they would have to opt in to that program. Some of the larger jurisdictions already have their programs established.

Commissioner Boyles asks about HB 3137 and if it's a perception issue. Sara discusses the issue of intermediaries collecting consistently.

Commissioner Munguia clarifies that for HB 3137, the tax isn't due at the beginning of the booking, rather the end.

Commissioners Youngblood and Francisco discuss their attendance at US Travel's Destination Capitol Hill (DCH). Commissioner Francisco comments on how organized Travel Oregon's messages were. The focused Congressional asks were on reauthorizing Brand USA; National Parks Package funding, renaming and expanding the Visa Waiver program and investment in infrastructure. Commissioner Youngblood discusses the importance of DCH because US Travel is an advocacy organization that provides access for

us to be in front of our congressional members, and we also had an opportunity to discuss how the issues relate back to Oregon.

Tourism Economics International Research Update

Petra Hackworth, VP Global Sales, introduces Geoff Lacher with Tourism Economics. They provide the Commission with a PPT on Oregon's international tourism market research – an analysis of size, major markets and growth (exhibit).

Commissioner Sugahara asks if additional demographic data will change from country to country. Geoff states that emerging markets tend to have lower incomes, age is not that different.

Oregon Slightly Exaggerated Japan Activation

Greg Eckhart, Global Sales Director and Katy Clair, Global Marketing Services Director, provide the Commission with a PPT regarding the recent Japan activation of the Oregon Slightly Exaggerated campaign.

Oregon Governor's Conference on Tourism

Carole Astley, Industry Services Director, provides the Commission with details regarding the next few days at the Oregon Governor's Conference on Tourism.

Chair Snyder thanks Carole for all her work putting the Gov. Conf. together.

Other Business

No comments.

Chair Snyder adjourned the meeting at 3:33 p.m.