



## Oregon Tourism Commission Briefing

Oct. 2, 2017

Surfsand Resort – Haystack Gardens  
148 W. Gower Ave.  
Cannon Beach, OR 97702

Chair Snyder calls the Commission briefing to order at 12:34 p.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, Kevin Wright, Petra Hackworth, Staj Olson, Michelle Woodard, Kathleen Stewart, Jenny Hill and Sarah Watson.

Chair Snyder welcomes the Commission, staff and guests to Cannon Beach and provides a summary for the day's events.

### Large Grant Designation

Teresa O'Neill, VP of Global Strategic Partnerships (GSP) introduces Michelle Woodard, Grants Manager, and cites that in the recent small grant application process, \$1.9M came in for grant funding request. Teresa states that the Global Strategic Partnerships department was able to move an additional \$200,000 in other grant funds and were able to combine with identified \$200,000 to make \$400,000 available for small grant projects.

Michelle Woodard discusses the 29 Small Grants awarded at \$400,000 in total and provides a couple of examples of the positive responses received upon calling the awardees.

Chair Snyder asks how many applications were received.

Michelle states that 125 grant applications were received, 185 were started but were not fully completed. Cites document provided to the Commission regarding applications received and that they ranged from \$600 to \$20,000.

Commissioner Hughson commends Michelle and the grants team for all the work that goes into the grants program with a high level of communication to the communities.

Teresa O'Neill discusses the process that went into drafting the Large Grant guidelines and walks the Commission through a PowerPoint identifying that process including eligibility, proposed review process of applications, proposed timeline on the staff recommendation that the Commission takes action to direct staff to open the application process and provide \$5M in funds available for awarding to applicants - \$2.5M in this biennium and \$2.5M for the '18-'19 biennium.

Commissioner Boyles states that the timeline seems very aggressive. Asks if staff are anticipating receiving multiple applications.

Teresa states that staff does anticipate multiple applicants to submit.

Commissioner Wilson Anglin asks if an organization would need to have the 50% matching funds already in place to apply.

Teresa states that they would at least need a letter stating that funding is secured.

Commissioner Hughson asks if there is a dollar amount ceiling on the application requests.

Todd states that there is no limit and explains what the Commission adopted at the October 2016 meeting regarding the dollar designations for small, medium, and large grants. Todd states that should an application come in with a request for multiple years, money to be encumbered, the Commission could direct staff to do that.

Commission discussion on the proposed timeline for receiving the large grant applications and coming before the Commission on Dec. 4<sup>th</sup>.

Commissioner Sugahara asks if grant awardees are required to provide any type of report to staff or the Commission.

Teresa states that those awardees provide reports to Travel Oregon staff and those can be shared with the Commission.

Chair Snyder asks if requiring submission and presentation to the Commission should be a requirement added in awardee contracts.

Commissioner Hughson states that an awardee should potentially be asked to provide submissions throughout their grant timeline.

Commissioner Boyles asks about the make-up of the Large Grant review Committee.

Chair Snyder states that he's asked Commissioner Anway, Commissioner Hughson and Commissioner Youngblood to serve along with himself as that review committee.

Commissioner Sugahara asks when Commission should expect to see the application materials of people coming before Commission.

Alice Trindle of Eastern Oregon Visitors Association states that they are hearing concern that when additional .8% was added to Travel Oregon that those funds may have been encumbered from last Governor to new Governor on what those funds could be used for.

Commissioner Hughson discusses that guidelines and processes have been put in place to ensure an open and fair public process for awarding Large grants.

Commissioner Munguia states that the concern being raised is that this process in place to potentially help fund TrackTown. Feels the Commission needs to address and be clear on its communication moving forward regarding the awarding of grant dollars.

Commissioner Hughson states that the reason for the work of preparing the guidelines or process is that any applicant could come forward to present, and that could include TrackTown or others. It will all be publicly communicated and held in a public hearing where guideline processes will be followed.

Commissioner Youngblood states that the Commission's judgement shouldn't be impaired by the fact that TrackTown has been in communication with the Commission. We have the job to treat each application in its own right and we should not be swayed by fear of "appearance" of impropriety.

Commissioner Munguia states that he is not opposed to giving TrackTown any money – but the appearances are that we have done all this work to not appear what may already be set.

Commissioner Sugahara confirms that we can expect to receive multiple applications and multiple grants can then be awarded.

Commissioner Francisco asks what benchmarks are already in place for grant awardees.

Teresa states that those have not been identified but the Commission could identify specific benchmarks to be put in place.

Commissioner Sugahara asks if in the guidelines accountabilities can be built in for awardees to respond back to Travel Oregon and the Commission on their progress.

Teresa states that yes, those conditions can be built in.

Todd states that in any grant process' Travel Oregon has had in place, we've identified thresholds and expectations that have to be met for awardees to receive funding.

Chair Snyder confirms that the Commission will need to direct staff to create benchmarks for grant awardees.

Commissioner Munguia states that he would like to be considered to serve on the Large Grant review subcommittee.

Commissioner Francisco asks if we'll be voting on the timeline and that it seems like a short turn around to review those applications and make a decision.

Teresa states that the timeline was created to ensure that the funds that have been collected start getting awarded and back out to support the tourism industry. Confirms that staff feels comfortable with the timeline.

Todd states that the timeline was vetted by staff and while it may be aggressive we are comfortable with the timeline not impeding the process.

Commissioner Munguia states that his concern with the timeline is that if there are questions, there won't be adequate time for the applicants to respond.

Todd explains that the Commission has the prerogative to not take a motion on Dec. 4<sup>th</sup>. If there are questions of the applicants, we can ask them to come back or provide additional information under an amended timeline to make the award decision.

### Commission Orientation

Todd Davidson provides a history on the creation of Travel Oregon in 2003 and opens a discussion with the Commission regarding the materials provided to support them as Travel Oregon Commissioners including:

- Travel Oregon 2017-19 Strategic Plan
- Introductory Letter from CEO
- Oregon Tourism Commission materials –
  - Current Commission member list
  - Oregon Tourism Glossary
  - Expense reimbursement request
  - FY2017 GSA Per Diem rates for Oregon
- Travel Oregon Staff and Organizational info.
  - Staff contact list
  - Current Organizational Chart
  - Transient Lodging Tax Lodging Deposits overview
- Statutes and Rules Governing Oregon Tourism Commission
  - ORS 184
  - ORS 192
  - ORS 244
  - ORS 284
  - ORS 292
  - ORS 320

- Oregon Tourism Commission Rules – Division 1 and Division 2
- DAS Board and Commission training

Todd discusses that once the Strategic Plans are adopted, the reason for the quarterly meetings are the opportunity for staff to report on the metrics identified in the Plan.

Jeff Hampton walks the Commission through the financial responsibilities that staff shares with the Commission. Jeff discusses the budget process which includes a revenue forecast and draft budget recommendations. Jeff also discusses the ways that Travel Oregon is required by statute to submit budget reporting.

Commissioner Sugahara asks if there has been a change in reporting with the current Secretary of State?

Jeff states that nothing new has been asked. Jeff describes what the auditors do in their financial review of Travel Oregon.

Commissioner Francisco asks if with the budget increase we should expect those requirements to change.

Jeff states that he wouldn't be surprised if a change in reporting/ auditing was requested – but nothing has been asked yet. Jeff continues reviewing the internal financials reporting.

Todd highlights ORS 244 regarding conflict of interest and the explains the difference between "potential" and "actual" conflict of interest.

Commissioner Sugahara states that he has asked Todd about a potential conflict and how easy it is to get an answer back quickly.

Todd discusses public meeting laws that the Commission are subject to.

Jeff introduces Kathleen Stewart, Accounting Manager at Travel Oregon.

Todd reviews the Oct. 3<sup>rd</sup> Commission meeting agenda including the request for Budget Modification and cites the memo provided today outlining that request. The Commission will also be asked to direct staff to open the Large Grant process; the Commission will hear from the new Executive Director of the Port of Portland – Curtis Robinhold; and the Commissioner will receive Reports and Updates from staff on Agritourism, Global Marketing, IAAF London World Championships and Signature Trails Development.

Commissioner Youngblood thanks staff for the call and process that takes place for reviewing the financials.

Chair Snyder adjourns Commission briefing at 1:58 p.m.