



Oregon Tourism Commission Meeting

Oct. 3, 2017

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

Chair Snyder calls the Commission meeting to order at 9:15 a.m.

Chair Snyder welcomes the Commission, staff and guests to Cannon Beach and provides a summary for the day's events. Chair Snyder recognizes the loss of Tom Drumheller to the Cannon Beach community. Chair Snyder also recognizes the tragedy from the events in Las Vegas and encourages people to travel there and help that community recover and give back. Commissioners and those in attendance provide self-introductions.

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

Staff Present include: Todd Davidson, Scott West, Jeff Hampton, Teresa O'Neill, Kristin Dahl, Kevin Wright, Harry Dalgaard, Kate Sappell, Petra Hackworth, Bryan Mullaney, Mo Sherifdeen, Kathleen Stewart, Staj Olson, Linea Gagliano, Kate Jorgensen, Linea Gagliano, Katie Meeker, Michelle Woodard, Alexa Carey, Scott Bricker, Jenny Hill and Sarah Watson.

Local Welcome

Court Carrier of the Cannon Beach Chamber of Commerce and Marcus Hinz of the Oregon Coast Visitors Association welcome the Commission and guests to Cannon Beach. Marcus discusses what draws people to the coast during the winter. Court thanks the Oregon Coast Visitors Association for what they are doing to bring people to the coast. Court asks a series of "what ifs" citing the spectacular work of Travel Oregon and those in the tourism industry committed to making Oregon and its places a national and international top destination.

Public Comment

Chair Snyder opens the Public Comment and calls on Sue Densmore.

Sue Densmore of the Oregon Caves thanks the Commission and Travel Oregon for the grant they received to work on the Oregon Chateau and Oregon Caves and provides a packet of information on the work that has been and is projected to be done.

Chair Snyder thanks Sue for her work at the Oregon Caves.

Alice Trindle of the Eastern Oregon Visitors Association and cites 3 examples of things Travel Oregon has accomplished that she is grateful for: 2017 Eclipse - for the Emergency systems and state partnership relationships that are now in place; Matching Grants program - what that money will be able to do across the state; the new TravelOregon.com website - and how that will help DMO's across the state, but specifically the help that has been done for EOVA.

Irene Bernards of Travel Salem and the Willamette Valley Visitors Association discusses the RCPT program and the metrics that will be tracked; her submission of Region 1 & 2 report and their accomplishments of the Wine Country License Plate program. Irene asks the Commission to consider extending the Large Grant application period.

Commission Business

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

Chair Snyder thanks Commissioner Francisco and Commissioner Youngblood who met with Todd and Jeff regarding the financials.

Commission Action

Chair Snyder asks for a motion to approve the minutes.

Commissioner Hughson moves to adopt the amended Briefing and Commission meeting minutes. Commissioner Munguia seconds the motion. The June 19th Commission Briefing and June 20th Commission meeting minutes are unanimously approved.

Todd Davidson discusses the Large Grant Designation and guidelines.

Commissioner Munguia moves that Travel Oregon staff draft guidelines and open the Large Grants as soon as practical making \$5M available this biennium, \$2.5M available this year and \$2.5M available next year for eligible projects including multi-year projects which may result in encumbering grant funds from future biennia.

Commissioner Boyles seconds the motion. The motion as outlined is unanimously approved.

Chair Snyder states that he has asked the following Commissioners to serve on a subcommittee which will review the Large Grant applications and move those applicable to come before the Commission at the Dec. 4th Commission briefing – Commissioner Munguia, Commissioner Youngblood, Commissioner Hughson and himself.

Todd Davidson discusses the proposed 2017-19 Budget Modification presented at the Commission briefing on Oct. 2, 2017 – asking the Commission to approve that the beginning balances from the prior period are authorized to be used and reallocating a portion of the equity balances as follows: increase the Global Marketing beginning balance by \$127,784 and increase the Global Sales beginning balance by \$17,502, reduce the “rollover” or beginning equity balance from the Welcome Center program and the Visitor Service program by \$79,250 and reduce the Destination Development balance by \$66,036.

Chair Snyder opens a Public Hearing on the Proposed Budget Modification. No one has signed up to testify. Chair Snyder closes the Public hearing.

Commissioner Francisco moves to approve the budget modification as outlined above by Todd Davidson. Commissioner Sugahara seconds the motion. The budget modification as outlined is unanimously approved.

Chair Snyder discusses that the Oregon Wine Country License Plate money used in the 2017-18 year are accounted for separately from the Transient Lodging Tax dollars and are generated from the sale of Oregon Wine Country license plates. We would like to affirm the Commission has been made aware of these funds and authorizes Travel Oregon staff to use the beginning balance of wine plate money from 2016-17 along with new wine plate income received in this year to carry out the program as statutorily required.

Commissioner Hughson moves to approve the motion as outlined by Chair Snyder regarding the Wine Country License Plate funds. Commissioner Wilson Anglin seconds the motion. The Wine Country License Plate ending balance and authorization of Travel Oregon staff to use to carry out programs as statutorily required is unanimously approved.

Port of Portland Update

Petra Hackworth introduces Curtis Robinhold, Executive Director of the Port of Portland and discusses the great partnership between the Port of Portland and Travel

Oregon. Curtis provides the Commission with a PowerPoint update on results and efforts happening at the Port of Portland.

Commissioner Hughson commends the Port and the work they do as well as the relationships they cultivate which helps the work of Travel Oregon. Alana thanks Mr. Robinhold for his leadership.

Curtis states that being the smallest airport in North America that flies – they just have to work harder to accomplish what they have done and are trying to do.

Commissioner Francisco thanks Curtis for the work they do to have local partners at the airport and asks what the biggest challenge is the Port will face in the next 5 years.

Curtis states that the \$2B construction project that they are currently undertaking over the next 8 years - concentrating on safety and customer experience are the things that are important and will really be the focus.

Commissioner Sugahara states how much he appreciates the Portland International Airport and the innovation and "feel of home" it has, as well as the customer service.

Curtis discusses the PDXpectations that each FAA approved staff goes through to ensure that all are focusing on customer service and the experience to ensure it stays great.

Chair Snyder asks what kind of YOY growth the airport is seeing.

Curtis states that last year it was 5%, but a couple of years ago it was near 8%. Cites the 17 new domestic routes created last year. States that with the new construction the airport will be able to accommodate 35M passengers a year.

Todd thanks Curtis for the partnership he and the Port have given over the years, for their innovative work to make Portland International Airport the number #1 rating over the last 5 years, and their partnership making the destination experience great.

Chair Snyder recesses the meeting at 10:36 a.m.

Chair Snyder reconvenes the meeting at 10:47 a.m.

Agritourism Development Update

Alexa Carey provides the Commission with a PowerPoint update on the Agritourism efforts happening across the state of Oregon.

Commissioner Hughson thanks Alexa for her presentation and appreciates the work that is happening.

Commissioner Sugahara asks about EFU and if those are by counties? Asks if there has been talk with the counties on how to help with those policy issues.

Alexa discusses that with every county having different EFU regulations, Travel Oregon works to be as helpful as we can in identifying and working with each county.

Commissioner Hughson asks if with the legalization of marijuana if those guidelines will be a part of these resources, and if those will be "living" documents continually being updated and made available.

Alexa states that all of the documents will be kept up to date but that the cannabis industry has some different regulations outside of the agritourism guidelines.

Commissioner Sugahara confirms that agritourism also includes fishing and fisheries.

Commissioner Wilson Anglin thanks Alexa for her work in partnership development that are being created by the agritourism network.

Global Marketing Update

Kevin Wright, VP of Global Marketing, introduces Bryan Mullaney, Insight and Planning Manager; Mo Sherifdeen, Director of Integrated Marketing and Kate Jorgensen, Project Manager for Integrated Marketing.

Bryan Mullaney provides the Commission with a PowerPoint update on the Spring 2017 Marketing Campaign.

Commissioner Hughson states how impressive it is to stay ahead of the curve as well as looking ahead. Asks how staff stays in contact with vendors who track these metrics.

Bryan states that we do lean on vendors for their expertise, but we also go through an audit after each campaign to make sure we are getting to the most efficient numbers that help tell us how to improve each year.

Kevin compliments Bryan on the work he's done to gather this data and put it into a dashboard available to the internal team as well as Commission.

Commissioner Hughson states that as a region, we learn so much from Travel Oregon. With the alignment between Travel Oregon and the regions, when it makes sense for Travel Oregon to pass along their vendors to the RDMO's to continue with that alignment, we really appreciate that connection.

Commissioner Sugahara asks how Google is showing our content and if we are worried about copyright issues. Are they leveraging our material when it's a "pay to play" environment?

Bryan states that he hasn't heard of copyright infringements being a problem, but the issue is still the same.

Kevin states that there is a lawsuit out there as Google has put some small businesses out of business.

Mo Sherifdeen and Kate Jorgensen provides the Commission with a PowerPoint update on the newly released TravelOregon.com.

Commissioner Sugahara states how impressed he is with the new branding and new website - the details count and are appreciated. Commissioner Sugahara asks what the plan is for the international pages upgrade.

Mo states that Travel Oregon is working with Brand USA to leverage their platform and update our international websites.

Todd thanks the Integrated Marketing team for their work and calls out Bryan specifically as his position and skill sets help bring information to Travel Oregon and our partners that makes Oregon better, including sharing what has not worked so that our partners don't attempt something that we already know doesn't work. Todd also thanks Mo and Kate and the team for the work and collaboration to lead the team in the new website.

IAAF London World Championships Recap

Teresa O'Neill introduces Vin Lananna, Mike Reilly, Sasha Spencer Atwood of TrackTown USA and Kari Westlund of Travel Lane County to provide the Commission with a PowerPoint regarding the IAAF London World Championships that took place in August 2017.

Vin Lananna, Chair of Oregon21 continues with PowerPoint and the findings discovered from the London event and the opportunities in front of Oregon to host in 2021. Discusses his relationship with Sebastian Coe and how complementary he was of Oregon and what can happen for this event.

Kari Westlund, Exec. Director of Travel Lane County, continues with PowerPoint and the findings discovered from the London event including the opportunities in front of Oregon to host in 2021. Discusses the "behind the scenes" programs at the London event that helped provide guidance of what it takes to host this event from mascots, to media to hosting the teams. Some of the London best practices were ideas that were implemented by TrackTown at previous events.

Sasha continues with PowerPoint and the findings discovered from the London event and the opportunities in front of Oregon to host in 2021 – specifically citing the collaboration that it will take to all partners around the state to make this event great.

Mike Riley continues with PowerPoint and the findings discovered from the London event and the opportunities in front of Oregon to host in 2021 - discussing the timeline in front of TrackTown to host Oregon21.

Vin concludes presentation and thanks Travel Oregon for their partnership and opportunities in front of Oregon to host this event.

Commissioner Wilson Anglin asks what mechanisms are in place to support communities that are interested in being host training camp locations.

Sasha states that they are working to gather the information needed to help support those communities interested in hosting and will have it on their website.

Todd states that those communities already interested in hosting have been submitted to the IAAF to help facilitate that information to teams interested in training here in Oregon.

Kari states that the travel times in Oregon between host cities and Eugene will be comparable to travel times held in other countries.

Commissioner Francisco asks what assets Eugene must do to ensure adequate transportation for people to get in and out of the city.

Mike states that the infrastructure created to run the Olympic Trials will help set the stage for looking ahead to this event. We've started those conversations about how transportation opportunities around the state can be in place.

Commissioner Sugahara states that looking to the work and partnerships put in place to handle the 2017 eclipse can be looked at help with this event.

Todd recognizes the Oregon21 team and how they handled and represented themselves in London and the connections that are already in place to make Oregon21 special. Discusses that plans are in place to have the human-interest stories that are shown during the game highlight those athletes in various locations around Oregon.

Signature Trails Development Update

Scott Bricker, Director of Destination Development Team, introduces Stephanie Noll of Oregon Statewide Trails Association and Marcus Hinz of the Oregon Coast Visitors Association to provide the Commission with a PowerPoint update on the efforts taking place around Signature Trails Development across the state.

Commissioner Sugahara asks for an update on the Yamhill trail.

Scott states that there is some concern on how to get access to that trail.

Other Business

Chair Snyder discusses the potential 2018 Commission meeting dates and asks the Commissioners to check their schedules against those dates.

Chair Snyder adjourns Commission meeting at 12:44 p.m.