



## **Oregon Tourism Commission Briefing**

**December 3, 2018**

**McMinnville Grand Ballroom**

**325 NE Third Street**

**McMinnville, Oregon**

Chair Snyder calls the Commission briefing to order at 2:05 p.m. Chair Snyder welcomes the Commission, staff and guests to McMinnville and provides a summary for the meeting.

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

Staff Present include: Todd Davidson, Sarah Watson, Jenny Hill, Scott West, Teresa O'Neill, Mo Sherifdeen, Kevin Wright, Petra Hackworth, Michael Sturdevant, Linea Gagliano, Meredith Williams, Kristin Dahl, Harry Dalgaard, Michelle Woodard, Jessica Otjen, Carole Astley, Greg Eckhart, Christina Tuchman, Mark Senffner, Gracia Camizzi, Kate Sappell, Jordan McCauley, Jamie Porter, Katy Claire, Kendra Perry, Jeff Hampton, Andrew Grossmann, Kate Jorgensen.

Todd Davidson reviews the agenda for the December 4<sup>th</sup> Commission Meeting including a local welcome, public comment and following with updates regarding the Capitol Christmas Tree, the 2019 Legislative Session, the Travel Oregon industry site, Global Marketing Campaigns and the impacts of HB 4146 on Destination Development Investment.

### **Small & Medium Grant Update**

Todd welcomes Michelle Woodard, Travel Oregon Grants Manager, to provide an update regarding the Small and Medium Grant Programs. Michelle introduces Jessica Otjen as a new member to Travel Oregon's grants team. Michelle discusses the medium grants program that opened in April of 2018, the review process, and which projects were awarded. The Competitive Medium Grants program awarded \$853,000. She then discusses the 2018-2019 competitive small grants program which awarded \$350,000. \*See exhibit listing all awardees.

Michelle discusses what is next on the horizon for the Grants Program. Discusses that the small grant program is slated to open in May 2019, and Medium Grants the spring of 2020. The team is working on building partnerships with other funding entities – including the potential of working together with the Oregon Community Foundation in the future. Michelle continues to discuss the effort to share stories of program successes to inspire other communities. She extends thanks on behalf of grant recipients to the Commission.

Commissioner Munguia asks about the number of applications. Michelle states that there were 65 applications for Medium Grants, and 160 for Small Grants.

Commissioner Ponzi asks how often the same organizations are coming back with applications. Michelle discusses that the majority of applications are new, (an upcoming analysis will inform this), and that 5 applicants awarded Small Grant funding were second time applicants. She discusses that depending on the project, the team encourage applicants to apply for Small and then Medium Grants.

Commissioner Munguia asks how many applications were disqualified based on process. Michell states that the team reviewed 125 completed Small Grant applications with only a few being disqualified. Discusses the process of educating applicants on the process, as well as learnings that the Travel Oregon team gained to improve that process going forward.

Commissioner Francisco asks about regional representation with the Medium Grant awardees. Michelle discusses that every region except for the Gorge was awarded a Medium Grant. Discusses that the team is always looking for regional equity.

Commissioner Munguia asks if there were Gorge applicants. Michelle states that there were, but the review team chose other projects.

Todd thanks Michelle for all of her work helping applicants understand the process, states great appreciation for the work she does managing the program on behalf of Travel Oregon and the Travel and Tourism Industry in Oregon.

Todd discusses that a year ago at the December Commission Meeting the Commission granted a Large Competitive Grant to Oregon21. Todd asks Teresa O'Neill to introduce those from Oregon21 for our next update. Teresa introduces Niels de Vos and Kathy Hermann with Oregon21, here today to update the Commission on their work. Niels De Vos discusses the Oregon21 organization with a PPT presentation, and key learnings from the London World Championships.

Commissioner Sugahara asks for clarification on what experts would be brought in. Niels states that there are very specific event presentation experts they are looking to, most others would be local.

Commissioner Munguia asks about how Travel Oregon will budget to plan for how to market. Teresa states that the teams met last week for the first time together to begin to address that question. No doubt there are great opportunities – we next need to narrow those down between the different Travel Oregon teams going forward. Some opportunities won't have huge expenditures, the teams will work to leverage budgets. The Global Marketing team and Destination Development teams will have additional opportunities (i.e. training front-line staff, preparing for over 2000 volunteers etc.). Finally, potentially partnering with Brand USA – a specific campaign for this event could also help with budget efforts.

Commissioner Youngblood asks about lessons to be learned by other events in the United States to see how they have attracted and leveraged international audiences. Niels states his knowledge of events coming to the US is small to non-existent. However, the London Championships was the first time in that location as well, so he's used to firsts. The delivery of the sport is more self-contained – biggest differences are in how communities prepare. Discusses reliance on partners to amplify the effects.

Commissioner Sugahara discusses the general timeline that the Commission has seen before, asks Niels if he has a timeline of deliverables. Niels states that yes, the timeline is broken down quarterly with key deliverables, happy to share that. The partnership developments will feel the most time pressure.

Todd thanks Niels and Kathy again for being with us, and for all the work they do to make Oregon 21 a success.

Chair Snyder recesses at 3:05 p.m. Chair Snyder reconvenes at 3:13 p.m.

### **IAGTO Update**

Todd introduces Teresa O'Neill, VP of Global Strategic Partnerships, again along with Petra Hackworth, VP of Global Sales, to provide the Commission with a presentation regarding the International Association of Golf Tour Operators (IAGTO).

Teresa explains the five-year process of convincing the International Association of Golf Tour Operators to see Oregon. All it took was one amazing visit to Oregon for them to bring the event here. She discusses that sponsorship is crucial - all 7 regional partners contributed to Taste of Oregon event.

Petra continues with PPT of the IAGTO event, and states that 100 buyers traveled around Oregon prior to IAGTO to see the state and golf. She discusses the 13 Oregon partners that participated. According to a survey that was sent to buyers – 43 would create itineraries and 14 would expand current itineraries. There is already one booking with COVA with 140 confirmed overnight rooms. Lisa Itel and Christine McConnell really came together to make this happen.

### **2019-2021 Strategic Plan Development**

Todd introduces Scott West, Chief Strategy Officer, to provide the Commission with a PPT regarding 2019-2021 Strategic Plan Development. Scott acknowledges Meredith Williams for all of her work helping guide the Travel Oregon team on this effort. Scott continues with the PPT discussing the timeline and inputs. Inputs include values, research, and strategic themes. He continues discussing the current Strategic Imperatives.

Commissioner Sugahara thanks Scott and asks if the Commission will have an opportunity to take a deeper dive into the Oregon perspectives study. Scott states that yes, we've just seen it and are still looking into some deeper information, we're working on distribution and hoping to release as soon as we can

Commissioner Munguia asks if the team is able to break down generational or gender based on surveys and see any differences. Scott states that yes, he will work on this with the team and circulate back to the Commission. Internally on the values work – responses were self-identified and confidential.

Todd thanks Scott for his great work, architecture and vision for this process.

Chair Snyder discusses this portion of the agenda is dedicated to Commissioner open discussion – asks if there is any. There is none.

Chair Snyder thanks the Commission for the afternoon and adjourns the meeting at 3:50 p.m.