



## Oregon Tourism Commission Meeting

December 4, 2018

McMinnville Grand Ballroom  
325 NE Third Street  
McMinnville, Oregon

Chair Snyder calls the Commission meeting to order at 9:03 a.m. and welcomes the Commission, staff and guests to McMinnville. He thanks the community for being so welcoming.

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, Meredith Williams, Kevin Wright, Jeff Hampton, Kate Sappell, Harry Dalgaard, Katy Clair, , Greg Eckhart, Petra Hackworth, Kristin Dahl, Jamie Porter, Kate Jorgensen, Linea Gagliano, Nick Hindman, Robert Kutter, Michelle Woodard, Gracia Camizzi, Kendra Perry, Michael Sturdevant, Carole Astley, Christina Tuchman and Beth Albany.

### **Local Welcome**

Jeff Knapp with Visit McMinnville welcomes everyone to McMinnville on behalf of Willamette Valley Visitors Association, Yamhill County Tourism Partnership and Visit McMinnville. Discusses that the county is in the process of building a tourism partnership, and thanks the Commission for coming to McMinnville.

### **Public Comment**

There is no one 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.

Commissioner Francisco commends Travel Oregon on the work and diligence of the financials.

### **Commission Action**

#### Approval of Minutes

Commissioner Sugahara moves to approve the September 12, 13, and October 4 Commission Briefing and Meeting minutes, Commissioner Anway seconds. The minutes will be posted to the website.

## **Reports, Updates & Discussions**

Todd applauds the community of McMinnville, thanks everyone for their hospitality. Thanks Jeff Knapp for the great work of his team. Discusses the beauty of the Atticus, how wonderful dinner was last night, thankful for all of the partners in town. Discusses Capitol Christmas Tree events happening in Washington DC this week.

### Capitol Christmas Tree Update

Commissioner Youngblood discusses the November 2<sup>nd</sup> official tree-cutting ceremony that he attended. He discusses the history, partnerships and events surrounding the tree-cutting ceremony including media and community stops. Commissioner Youngblood continues discussing the upcoming Washington DC Capitol Christmas Tree events.

### 2019 Legislative Review

Scott West, Travel Oregon Chief Strategy Officer, introduces Bill Perry to discuss and review the upcoming legislative session:

- Governor's budget – discusses parts that might be tourism specific including \$5M for Oregon21
- General policy standpoint – discusses Medicaid taxes, paid family leave (assessment on either employees or employers), carbon tax
- Industry specific – discusses possible attack on the uses of lodging taxes, discussion of using statewide lodging tax to be used for search and rescue (the possibility of working collaboratively on other options), vacation rental law language (working with cities and counties on that)
- Discusses tax issues, labor issues can be concerning from a tourism perspective

Scott West continues with discussion on lodging tax issues, collection issues for OTAs, and conversations on resources for enforcement and collection.

Commissioner Sugahara asks about 70/30 in terms of employee housing and if there anything in the Governor's Budget that addresses affordable housing? Bill discusses that the Governor has put resource into a fund for rural communities, not absolutely sure that building housing is the overall issue. There are some other problems that aren't being dealt with – not only the housing issue but also employee benefit issue.

Commissioner Wilson Anglin asks if the search and rescue proposal is statewide. Bill states that we haven't seen exactly what the proposal is, but realistically most of the dollars are spent at Mt. Hood and Mt. Bachelor.

Commissioner Sugahara asks regarding the outdoor recreation liability, if that is dead in the water or in the background somewhere? Bill discusses that is still something we're actively pursuing, at this point the likelihood of passing is small.

### Industry Site Update

Kate Jorgensen, Manager, Products & Platforms with Travel Oregon's Integrated Marketing team, and Jamie Porter, Industry Communications Content Editor, provide an update on the Travel Oregon Industry Site. Their PPT reviews the background of the Industry Site, an overview of the sitemap and wireframes, and timeline.

Commissioner Ponzi wonders about adding a quick link to grants on the main page so it's easy to find. Kate and Jamie point to where that will live on the new site.

Commissioner Wilson Anglin asks if will RTS studios will continue to live on site. Kate states that yes, and they can be found regionally and in multiple places.

Commissioner Sugahara states that this is much improved, congratulates the team. Who are the consumers of the industry site? Jamie discusses that policy makers, media, and partners looking to access photos or videos as examples.

Commissioner Sugahara asks about OTIS, where will that be? Kate cites that it will be listed under multiple categories.

Commissioner Sugahara asks in terms of navigation and usability, what groups were brought in for the stakeholder group? Kate states that internal stakeholders were staff, as well as a statewide industry outreach (eNewsletter list).

Commissioner Youngblood asks if there is another state that has anything like our industry site? Jamie states yes, visit California, Australia, Colorado are examples

#### Marketing Update

Kevin Wright, VP of Global Marketing, provides the Commission with a PPT reviewing the fall and spring Only Slightly Exaggerated campaigns.

Commissioner Sugahara asks about any plans to launch in other international markets. Kevin discusses that in partnership with Brand USA, we are able to run creative in France, China, Japan and Korea.

Commissioner Sugahara discusses others copying the 7 Wonders of Oregon Campaign, and if there is any indication that will happen again? Kevin states that he hasn't seen any yet, the team did have some questions/inquiries. It's a lot more complex to pull off so my hope is it gives us more time with it.

Commissioner Ponzi states the Campaign is wonderful work and exciting to see. While I love the animation, I've had some feedback about authenticity, as we continue with similar creative is there consideration to bringing back some authenticity and reality of beautiful images of Oregon. Kevin discusses that right now the campaigns tend to run 2-4 years, we are heading into year two currently. While we don't know what's next, we do consider the authenticity. In the spring there is a lot we do to drive to reality. As well as in the fall the hero images we pointed back to reality.

Commissioner Ponzi discusses connecting back to target audience. Also wondering about Moment of Zen – do you have others? Kevin states that we have many, favorite is fly fishing on Deschutes, there are 7 or 8 total.

Commissioner Ponzi asks regarding the murals, how did you figure out where those sites would be? Kevin discusses acknowledging communities that had a RTS, as well as areas that made sense to play off the creative. The team also considered the ability to draw media in, beyond that communities small enough to create a draw.

Commissioner Sugahara, following up on Commissioner Ponzi's point, discusses authenticity and mentions the slider where you could see the animation vs reality. Kevin agrees, discusses the Instagram swipe where you could erase animation to reveal reality.

Todd discusses that in the early days of this concept, the team agreed that every place had to be a real place. We used social media and others to drive home that point with consumers – that these are indeed real places.

Commissioner Sugahara recommends that Commissioners go to Welcome Centers to see the displays. They are brilliant and amazing. Big kudos to the team. Kevin discusses that it's been great to be connected with the Welcome Centers with this work.

Commissioner Francisco asks how the team is balancing destinations or overcapacity vs under capacity locations? Kevin discusses that historically it's somewhat organic, we start with destination development team to get their feedback, then go to RDMO to make sure they're comfortable with the team going forward with marketing specific areas.

Todd discusses capacity challenges issue – sometimes its seasonal, sometimes geographic. There are a lot of contributing factors that the team is taking into account.

#### Impacts of HB 4146 on Destination Development Investment

Kristin Dahl, VP of Destination Development, provides the Commission with a PPT regarding Destination Development investments.

Kristin introduces Marcus Hinz, Oregon Coast Visitors Association, and Carolyn McCormick from Washington County Visitors Association, who continue with the PPT discussing destination development strategies in their regions.

Commissioner Sugahara thanks Carolyn for work with Salmonberry trail, congratulates Marcus on the coast projects. Thanks Kristin for the work of her team

#### **Other business**

Chair Snyder adjourns the meeting at 11:06 a.m.