

OREGON TOURISM COMMISSION BRIEFING

Monday, Feb. 24, 2020
1–3 p.m.

Independence Civic Center
555 South Main St.
Independence, OR 97351

Welcome and Introductions	Chair Youngblood
Oregon21 Grant Update	Lisa Itel, Michelle Woodard & Sarah Massey
Oregon Tourism Workforce Assessment	Andrew Grossmann, Ladan Ghahramani & Andrew Dyke
Spring Meetings Preview	
Destination Capitol Hill	Sara Morrissey
Rural Tourism Conference	Carole Astley
2021-23 Strategic Plan Roadmap	Scott West
Review of Feb. 25 Commission Meeting agenda	Todd Davidson
Other Business	Chair Youngblood

OREGON TOURISM COMMISSION MEETING

Tuesday, Feb. 25, 2020
9 a.m.-12 p.m.

Independence Civic Center
555 South Main St.
Independence, OR 97351

Please sign in if you wish to provide Public Comment or testify under Public Hearing. To accommodate as many contributors as possible please abide by requirements stated on sign-in sheet.

Welcome and Introductions	Chair Youngblood
Chair Remarks	Chair Youngblood
Local Welcome	
Public Comment	Chair Youngblood
Commission Business	Chair Youngblood
Review of Commission Packets	
CEO Evaluation Process	
Commission Action	Chair Youngblood
Approval of Minutes	
Appointment of Nominating Committee	
Reports, Updates & Discussions	
Tourism Economic International Research	Petra Hackworth & Geoff Lacher
“Take Care Out There” Initiative	Andrew Grossmann, Kelda Schmidt & Bonnie Lippitt
Only Slightly Exaggerated Campaign	
Fall Campaign Recap	Bryan Mullaney
Spring Campaign Development	Katy Clair
2020 Legislative Session	Sara Morrissey
Other Business	Chair Youngblood
Adjourn	Chair Youngblood

If you have any questions or comments related to today’s proceedings or presentations, please email us at industry@traveloregon.com and indicate “February 2020 Commission Meeting” in the subject line.

Next Tourism Commission Public Meeting – June 16, 2020, Lakeview, Oregon

