

# OREGON TOURISM COMMISSION MEETING

June 15, 2021  
9:00 a.m.

Note, in compliance with Executive Order No. 20-12 Tourism Commission Offices are not open to the public without appointment. In response to Governor Kate Brown's directive on social distancing measures to slow the spread of COVID-19 and reduce the risk of exposure to our communities, this will be a virtual meeting and will be live-streamed on Travel Oregon's Industry YouTube Channel:  
<https://www.youtube.com/user/oregontourism/>

9:00 a.m.	<b>Welcome and Introductions</b>	Chair Youngblood
9:05 a.m.	<b>Chair Remarks</b>	Chair Youngblood
9:10 a.m.	<b>Public Comment</b>	Chair Youngblood
9:15 a.m.	<b>Commission Business</b> Review of Commission Packets	Chair Youngblood
9:20 a.m.	<b>Commission Action</b>	Chair Youngblood
9:20 a.m.	Approval of Minutes	
9:25 a.m.	CEO Evaluation Process	
9:30 a.m.	Nomination Committee Report – Election of Officers	Vice-Chair Francisco
9:35 a.m.	<b>Final Review &amp; Adoption of 2021-23 Strategic Plan and Budget</b>	Todd Davidson
10:05 a.m.	<b>BREAK</b>	
10:15 a.m.	<b>Reports, Updates &amp; Discussions</b>	
10:15 a.m.	Small Business Marketing Trainings	Hilary Sager & Kelda Schmidt
10:30 a.m.	Tourism Economics International Research Update	Petra Hackworth & Geoff Lacher
10:55 a.m.	Advertising & Visitor Lifecycle Management Updates	Kevin Wright
11:20 a.m.	Competitive & Recovery Grants Update	Michelle Woodard
11:35 a.m.	Competitive Large Grant Annual Report	Sarah Massey
11:55 a.m.	<b>Other Business</b>	Chair Youngblood
12:00 p.m.	<b>Adjourn</b>	Chair Youngblood

*If you have any questions or comments related to today's proceedings or presentations, please email us at [industry@traveloregon.com](mailto:industry@traveloregon.com) and indicate "June 2021 – Tourism Commission Meeting" in the subject line.  
Next Tourism Commission Public Meeting – Oct. 5, 2021 – Salem, OR*