

OREGON TOURISM COMMISSION MEETING

October 5, 2021

8:30 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/>

8:30 a.m.	Welcome and Introductions	Chair Youngblood
8:40 a.m.	Chair Remarks	Chair Youngblood
8:45 a.m.	Willamette Valley Wildfire Recovery	
9:05 a.m.	Public Comment	Chair Youngblood
9:10 a.m.	Commission Business Review of Commission Packets	Chair Youngblood
9:15 a.m.	Commission Action	Chair Youngblood
9:15 a.m.	Approval of Minutes	
9:17 a.m.	CEO Evaluation	
9:20 a.m.	Transformational Strategic Plan Update	Frank Cuypers & Staj Olson
10:00 a.m.	BREAK	
10:10 a.m.	Reports, Updates & Discussions	
10:10 a.m.	Why Guides Program and Global Sales Update	Petra Hackworth & Gabi Duarte
10:25 a.m.	Advertising Update	Bryan Mullaney & Katy Clair
10:45a.m.	2021/22 Key KPI Results Review	Bryan Mullaney & Ladan Ghahramani
11:05 a.m.	Tribal Tourism Workgroup Update	Lisa Itel & Michelle Liberty
11:20 a.m.	RCTP Investments Update	Harry Dalgaard & Kate Sappell
11:40 a.m.	Willamette River Recreation Studio Update	Alexa Carey & Tori Middlestadt
11:55 a.m.	Other Business	Chair Youngblood
12:00 p.m.	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 "October 2021 –Tourism Commission Meeting" in the subject line.

Next Tourism Commission Public Meeting – Feb. 15, 2022