

Oregon Tourism Commission Meeting

June 15, 2021

Zoom Meeting and YouTube Live

Commissioners present included: Scott Youngblood, Nigel Francisco, Maria Ponzi, Richard Boyles, Kenji Sugahara, and Greg Willitts.

Chair Youngblood calls the Commission meeting to order at 9:01 am and notes that the virtual public meeting was properly noticed and meets state public meeting requirements.

Chair Remarks:

Chair Youngblood introduces himself and asks each Commissioner to do the same. Todd Davidson, CEO of Travel Oregon, also introduces himself.

Chair Youngblood states how nice it is to be able to meet in-person, socially distanced. He notes his gratitude to Travel Oregon staff at every level and industry partners for their strength through the pandemic. He opens the floor to other Commissioners to speak to their gratitude.

Vice Chair Francisco reflects on the beginning of the pandemic and the unknowns of the last year. He echoes Chair Youngblood's gratitude for the tourism industry in Oregon.

Commissioner Sugahara thanks Travel Oregon and notes that the darkness of the last year is almost over. He expresses his excitement for the return to travel.

Public Comment:

Chair Youngblood states that on Tuesday, June 1, 2021, the Oregon Tourism Commission meeting notice was posted online with a public comment form. One comment was submitted and has been shared with the Commission. The comment will be posted on the Travel Oregon industry website and made part of the public record. Chair Youngblood acknowledges that the public comment requested that all names of the Travel Oregon staff who were let go in June of 2020 are read aloud today. Chair Youngblood expresses his hesitancy to fulfill this request for individual's privacy and to not have his lack of acknowledgement interpreted as indifference. He thanks the staff that were let go for their passion and contributions. Chair Youngblood continues by thanking the frontline staff who contribute to the tourism industry.

Commission Business:

Chair Youngblood asks if all Commissioners received and reviewed their financial and Commission packets.

All answer yes.

Chair Youngblood asks if there are any corrections or comments to the May 11, 2021 meeting minutes.

There are no comments or corrections.

Chair Youngblood asks for a motion to approve the May 11, 2021 Commission meeting minutes.

Commissioner Ponzi moves to approve the May minutes and Commissioner Boyles seconds the motion.

The motion to approve the May 11, 2021 meeting minutes is adopted – all Commissioners present voting aye. The meeting minutes will be posted to the Travel Oregon industry website.

CEO Evaluation Process

Chair Youngblood notes that each year the Commission undergoes a process to review Travel Oregon CEO, Todd Davidson and asks Vice-Chair Francisco to review the process for this year's review.

Vice Chair Francisco states that he will lead the review process with the Travel Oregon HR Manager. The process will include a staff survey via random selection, a survey for Commissioners, Commissioner interviews, a survey of industry stakeholders, and a self-evaluation from Todd himself. Vice Chair Francisco states that the review process is set to be completed by July 31, 2021 and results will be shared with the Commission. The Commission will also evaluate the CEO's compensation with guidance provided by an external compensation evaluation organization and states that Travel Oregon owns and will retain that compensation information which was a recommendation made in the Secretary of State's audit.

There are no questions.

Nominating Committee Report

Chair Youngblood states that at the February 23, 2021 Commission meeting, Vice Chair Francisco and Commissioner Sugahara were asked to serve as the Nominating Committee and return with recommendations for the 2021-2022 officers. He asks Vice Chair Francisco and Commissioner Sugahara to provide that recommendation.

Vice Chair Francisco states that he would like to speak to the process of the Nominating Committee. He notes that former Commissioner Al Munguia developed a process to speak to Commissioners individually to gauge their interests in the Chair and Vice Chair positions prior to making a recommendation. He encourages future Commissioners to continue to undergo this process. Vice Chair Francisco continues by stating that after speaking to each Commissioner, the Nominating Committee

recommends Chair Youngblood remain in the position of Commission Chair for one more year and Commissioner Boyles take the Vice Chair role.

Chair Youngblood opens the floor for statements, thoughts, or questions.

Commissioner Boyles states that he is grateful to be considered for the position of Vice Chair and thanks the Nominating Committee.

Commissioner Willits asks if Chair Youngblood had a say in this recommendation.

Chair Youngblood states that he did express interest in continuing to serve.

Commissioner Willits thanks Chair Youngblood for his to continue to serve as Chair.

Chair Youngblood asks Vice Chair Francisco to manage the vote for the 2021-2022 slate of officers.

Commissioner Ponzi notes that she is happy with the recommendation but asks for transparency reasons why Chair Youngblood's term is being recommended for extension.

Vice Chair Francisco states that past precedence has been for a Chairs to serve for two years but this is not a statutory requirement or duty. He continues that with the turmoil of the pandemic and his own term ending, the Nominating Committee wanted to provide stable leadership on the Commission during a critical time for the agency.

Chair Youngblood thanks Commissioner Ponzi for the question and notes that he was torn about taking the position away from others but wants to ensure Travel Oregon and the Commission is able to sustain the momentum while allowing time to develop a proper succession plan.

Vice Chair Francisco asks for motions to approve that Commissioner Youngblood remain the Chair and that Commissioner Boyles becomes the Vice-Chair for the 2021-2022 year.

Commissioner Ponzi moves to approve the recommendation of Chair and Vice-Chair and Commissioner Willits seconds the motion.

The motion to approve that Commissioner Youngblood and Commissioner Boyles will serve as Chair and Vice Chair, respectively, of the Oregon Tourism Commission for the 2021-2022 fiscal year is adopted – all Commissioners present voting aye.

Financial Update

Chair Youngblood thanks Vice Chair Francisco for reviewing the financials with the Travel Oregon accounting team prior to today.

Vice Chair Francisco shares that the most up-to-date financials have been shared with the Commission and the June deposit of \$1.1 million brings Travel Oregon to 108.8% of

the adopted 2019-2021 budget. He states his pleasure over this news and his appreciation of staff to keep the Commission informed on budget matters.

Changes to the Draft 2021-2023 Strategic Rebuild Plan and Budget:

Chair Youngblood notes that the Commission, the industry, the legislature, the Governor, and the public have had the opportunity to review and comment on the Draft 2021-2023 Strategic Rebuild Plan and Budget. Four comments were submitted and staff have considered these comments as updates to the plan. He commends the Commission for their time in reviewing and Travel Oregon staff for their inclusive approach to creating this plan.

Chair Youngblood asks Todd to present the changes to the plan and budget based on the feedback received during the public hearing on May 11, 2021.

Todd states that during the May Commission meeting he presented on the full strategic plan and budget and that today's presentation will focus only on changes to that plan. Todd presents on changes to the strategic plan via a PowerPoint presentation. He notes that of the four comments received, two had direct impacts to the draft Strategic Rebuild Plan while the other two gave further insight into what to consider in the developing Transformational Strategic Plan.

Todd states that the first change to the Strategic Rebuild Plan was to add an acknowledgement of Oregon tribes and indigenous people. The second change was a modification to the equity statement, omitting the word "same" when referring to the resources people need to reach the same outcomes, understanding that equity and equality are different. He notes that the Rebuild Plan is written as a two-year plan, as is mandated, but lays the groundwork for creating the Transformational Plan. He acknowledges that Travel Oregon is moving immediately into a Transformational planning process which will carry Travel Oregon's work forward through 2025. He notes that this is due to the changing environment of our industry and the world. Todd states that the next requested change received via comments is under the key actions for the "support and empower Oregon's tourism industry" imperative. The former action used "public land management agencies". The action has been modified to "partner and support public natural resource management agencies (local, state, federal, tribal) with an emphasis on outdoor recreation and wildfire prevention".

Todd notes that in February the Commission adopted a conservative budget modification for fiscal year 2021 at \$20 million due to the fluid environment created by the pandemic, social unrest, and the aftermath of wildfires. The Commission will receive an accrual in July that will be added to the current fiscal year.

Todd states that he is recommending a budget of \$30,700,000 for the 2021-2022 fiscal year due to the current revenue increases he has seen. He is recommending a budget of \$33,500,000 in fiscal year 2022-2023 for a total of \$64,200,000 for the biennium. Additionally, he is recommending a one-time transfer of \$470,000 from Travel

Oregon's reserve fund. This will be contributed to the second fiscal year of the biennium and keeps the necessary 5% of Travel Oregon's budget in the reserve fund. He states that this budget anticipates five additional full-time employees added to the Travel Oregon staff, two positions in Global Marketing, one position in Destination Development, and one in Operations. He states that he does not intend any further layoffs during the organizational redesign. Further staffing requests have been brought forward via the leadership team and all will be considered under the organizational redesign. Todd asks if there are any questions from the Commissioners.

Vice Chair Francisco asks what percentage of the transient lodging tax revenue comes from international travelers.

Todd states that roughly \$1 out of every \$8 is spent by an international visitor, which accounts for roughly 12% of destination spending by visitors to Oregon.

Vice Chair Francisco continues by asking Todd how he expects international travel to return over the first and second year of the biennium, given slower vaccination rates globally.

Todd notes that Petra Hackworth, Vice President of Global Sales, and Geoff Lacher from Tourism Economics will be presenting on this topic later in the meeting. He notes that Canada will be a significant source of the early return of international travel. He continues by stating that domestic leisure trips will make up the majority of the projected 39% increase in TLT revenue, followed by domestic group trips and international travel.

Commissioner Sugahara asks if the projected budget includes projected revenue from Oregon22.

Todd notes that a major event like Oregon22 is not necessarily embedded in the revenue forecast. He notes that while Oregon22 will cause an immediate impact on travel during the event, it will also impact future forecasts as the media coverage will have lasting impressions on countries and travelers around the world.

Commissioner Sugahara asks if Todd believes that the five additional full-time positions he noted will be enough staffing for the amount of work projected or if more positions and budget modifications will be brought to the Commission as revenue increases.

Todd states that if there is a policy, a program, or a position that is impeding Travel Oregon's ability to complete our objectives it will be addressed. This is why these five positions are being added in advance of the organizational redesign. He continues by noting that when the organizational redesign is completed and brought to the Commission in early 2022, there will most likely be four additional full-time positions brought for approval as well. Todd thanks Commissioner Sugahara for the questions.

Commissioner Ponzi states that in her work, water resources and wildfires are always top of mind. She states that as an organization, Travel Oregon needs to continue to

focus on being stewards of the land, the water, and the environment as it will become increasingly important to our industry and state.

Todd thanks Commissioner Ponzi for her comments.

Commissioner Willits asks what the current office environment is at Travel Oregon and whether staff are continuing to work remotely or have returned to the office.

Todd states that staff visit the office very infrequently. He states that he is in the office roughly three days a week and some departments, like Destination Development, have chosen to have planning meetings in the office recently. He notes that the State of Oregon and Travel Oregon are beginning to plan for what returning to workplaces looks like. Travel Oregon has developed a work group on this topic and completed a survey for all staff.

Commissioner Willits notes that re-hiring for positions in a virtual workplace has been challenging for workplace culture and wishes Todd luck in this process.

Todd thanks Commissioner Willits for the comments.

Chair Youngblood states that today the Commission has received and reviewed an updated revenue forecast, the Travel Oregon plan and budget materials in accordance with Oregon statute 284, and received and reviewed additional departmental budgets. A public hearing on the draft plan was held May 11, 2021 and no public comments were received at the May hearing. Written comments were received and have been reviewed. The updated 2021-2023 Strategic Rebuild Plan has been modified at the suggestion of some of these comments. He states that today the Commission will adopt the 2021-2023 biennial budget of \$65,243,100. Encumbered rollover will remain in departmental budgets and any encumbered rollover may be shifted to other departments after the fiscal year is closed, pending Commission approval. Following the final close of the 2019-2021 biennium, any resulting accrual will be brought forward to the Commission for a budget modification.

Chair Youngblood asks for a motion to adopt the 2021-2023 strategic plan and budget presented today.

Commissioner Sugahara moves to approve the 2021-2023 strategic plan and budget and Vice Chair Francisco seconds the motion.

The motion to approve the 2021-2023 strategic plan and \$65,243,100 budget is adopted – all Commissioners present voting aye.

Chair Youngblood apologizes for not mentioning that Commissioner Don Anway was not present at today's meeting. He calls for a 5-minute break at 9:51 am.

Chair Youngblood reconvenes the meeting at 9:57 a.m.

Reports, Updates & Discussions:

Todd expresses gratitude to the Travel Oregon team for their work on the strategic plan and budget. He notes that a key component was the work of Travel Oregon's Comptroller, Kathleen Stewart, and thanks her for her work and engagement.

Commissioner Sugahara asks about Travel Oregon receiving a gold star for accounting on June 3.

Todd notes that Travel Oregon just received notice of receiving a gold star for financial reporting and being part of an honor roll from the Department of Administrative Services. He thanks Commissioner Sugahara for mentioning that.

Small Business Marketing Trainings:

Todd introduces Hilary Sager, Destination Development Manager, and Kelda Schmidt, Marketing Manager, to present on the Small Business Marketing webinar series.

Hilary and Kelda present via a PowerPoint presentation on the Small Business Marketing series implemented by the Destination Development and Marketing departments. She describes the importance of supporting small businesses during the pandemic and the education needed to serve their customers during the evolution of customer-business interactions over the last year. Kelda explains that the series was designed through feedback from industry partners and in conjunction with partners such as Local and Miles Media. This series also included one-on-one appointments for technical support. Hilary describes upcoming webinars and engagements, including a Digital Footprint Audit and Assistance pilot program that supports 65 businesses in four pilot projects funded by the Destination Ready program.

Commissioner Sugahara asks if businesses have been receptive to taking action after the trainings. He notes he would love to see some of the outcomes.

Hilary notes that Travel Oregon has heard that implementation is a challenge for many businesses, although we have received positive feedback from webinar attendees. She states she is excited for the Digital Footprint Audit to gather more information and see results.

Commissioner Sugahara asks what stage the 65 businesses are in now in the projects Hilary mentioned.

Hilary notes that two of the pilot projects have received a report based on their audit and sat down one on one with the contractor offering feedback. The other two projects are in the middle of collecting feedback.

Commissioner Boyles asks how the consultations work and if businesses are walked through the steps needed for their business.

Hilary affirms that businesses are walked through the steps and it is up to the business how they want to use their one-hour consultation to walk through the results and ask any questions.

Commissioner Boyles states that being handed an audit report can be overwhelming and commends Hilary and Kelda on the one-on-one consultation process. He asks if any businesses have asked for additional consultation time.

Hilary notes that this process is still in progress and it is currently unknown how many have the capacity to continue with consultations during the summer.

Commissioner Ponzi asks if this is a program that will continue after the pandemic.

Kelda states that Travel Oregon intends to continue this education process, whether in-person or virtually, and to look for ways to keep updating it.

Commissioner Ponzi notes how important this education is for small businesses and thanks Hilary and Kelda.

Chair Youngblood thanks Hilary and Kelda for the presentation and remarkable work.

Tourism Economics International Research Update:

Todd introduces Petra Hackworth, Vice President of Global Sales.

Petra states that the last time she saw the Commissioners in-person was in Independence, Oregon at the start of the pandemic. She notes her presentation then was about the China market and that it may decrease slightly due to this pandemic, not knowing what the next year would look like. She states that Geoff Lacher, Senior Economist from Tourism Economics, will be joining her for this presentation focusing on Oregon's four key international markets, Canada, Japan, the UK, and Germany.

Geoff shares a PowerPoint presentation on Oregon's international tourism recovery outlook. He notes that leisure travel and trips to visit friends and relatives will return faster than business travel. He describes a very positive outlook for the China market, as well as the UK, Germany, Japan, Australia, and South Korea. Geoff states that international arrivals to Oregon will exceed 2019 visitation by 2024. By 2025, spend for international travel to Oregon will exceed 2019 spend. Canada will lead the recovery for Oregon. He notes the importance of international tourism to Oregon's economy and projects that domestic travel will lead the recovery but international growth will overtake domestic by 2026.

Petra describes the work Travel Oregon's international representatives are doing in-market, vaccination rates of Travel Oregon's key markets and travel expectations. Petra also states current flight statuses for PDX including that Delta Air Lines will launch an Incheon-PDX nonstop flight from Seoul to Portland in September and the Haneda-PDX Tokyo to Portland Delta flight is also scheduled to launch later this year.

Todd thanks Petra and Geoff and asks if there are any questions.

Commissioner Boyles asks how long it will take for India to catch up to the number of middle-class households in China. He continues by asking what that means for Travel Oregon and when should Travel Oregon begin cultivating that market.

Geoff states that India will not match China for decades, if they ever do in number of middle-class households. He states that Tourism Economics did not investigate them as a key market for Oregon as they are between the 10th and 15th spot for spend in Oregon. He predicts they will jump by three or four spots in the coming years and suggests working in this market in the future.

Petra adds that Travel Oregon has been working in India through Brand USA for four years creating a foundation.

Commissioner Boyles notes that it is not the first time Travel Oregon has been ahead of market trends.

Commissioner Ponzi asks why the Nordic countries are not included in the mid/upper-class household listings that Geoff shared.

Geoff states that he chose to include individual countries as opposed to conglomerates and that those countries are maxed out in terms of growth to the middle class.

Commissioner Ponzi asks if Australia is able to travel to Oregon.

Petra states that they are not able to travel here yet, but that Travel Oregon continues to work with our in-market representation in Australia, Canuckiwi, and will be active in the coming biennium.

Commissioner Sugahara thanks Petra and Geoff for their presentations. He asks if the political tensions between China and the US extends to the traveler.

Petra states that it is too soon to tell if the political situation will impact the international traveler.

Commissioner Sugahara continues by asking if there is pent-up demand from Japanese travelers.

Petra notes that there is pent-up demand but that the Japanese traveler is more cautious. She states that Travel Oregon and Travel Portland's longevity in market will help their return to Oregon despite slower projections from Tourism Economics.

Commissioner Willits asks for clarification on why the Chinese market hotel stays were so low, at around 55%, and if there is a way to capture these overnights.

Geoff states that the hotel stay figure is 56% and does not include other types of accommodations, such as Airbnb. He also notes that 21% of Chinese visitors are traveling to visit friends and relatives and could be staying with them. He notes that while they have a lower hotel stay percentage, they remain the highest in spending per trip.

Commissioner Willits notes that the presentation mentions Canadian travel increases as the Canadian dollar improves against the US dollar. He asks if this is the same scenario for Mexico.

Geoff states that this is true although slightly less so for Oregon as Canada is a drive market and Mexico is primarily a fly-market.

Chair Youngblood thanks Petra and Geoff. He asks what the international traveler comfort with guided trips versus self-drive trips will be.

Petra notes that self-drive trips will be the most comfortable for every market during recovery. She notes that domestic group travel will be the first group travel to return. Petra states that Greg and the Global Sales team have pivoted efforts towards domestic travel trade and group travel as this will return first.

Todd thanks Geoff and Petra for their presentation and the forecasting work.

Advertising and Visitor Lifecycle Management Update:

Todd introduces Kevin Wright, Vice President of Global Marketing.

Kevin presents via a PowerPoint presentation on updates to Travel Oregon's advertising, including the launch of the Welcome to Oregon Again campaign, Take Care Out There messaging, consumer feedback, direct investment Co-ops with regional partners, and consumer PR efforts. He notes that Travel Oregon's Welcome to Oregon Again campaign launched two weeks ago and the data shared today is initial findings from those two weeks. The Welcome to Oregon Again page has received 16,852 page views in two weeks. He explains the direct investment co-op with Priceline, Kayak, and OpenTable that Travel Oregon is offering to regional partners. Partners will have the opportunity to use their own creative and their own call to action while still utilizing Travel Oregon assets. The initiative launched on June 14 and will end on August 29. Kevin continues by presenting on the Visitor Lifecycle Management and describes the nurture stream functionality that sets the foundation for further personalization for subscribers. Kevin shares updates to the Only Slightly Exaggerated (OSE) 3 campaign, including draft creative. He explains that OSE 3 will include fire safety messaging as well. OSE 3 is planned to launch in September 2021 but Kevin notes that the marketing team remains flexible.

Commissioner Willits asks if there has been a change in media and social media outlets now that consumers spend so much time at home.

Kevin notes that there is more traffic and eyes on the screen for smart TVs and streaming services, such as Netflix. He states that the key social media platforms have not changed but that Travel Oregon has needed to adjust marketing efforts at a moment's notice. He notes that for the past 16 months, Travel Oregon has not been able to do any traditional advertising. He notes that the team continues to experiment with social media tactics via TikTok and Nextdoor and telling deeper stories via Instagram and Facebook.

Commissioner Sugahara asks if OSE 3 will display a return to normal or show social distancing and masks with the new timing of release in September.

Kevin states that the marketing team continues to discuss this topic. While they have scaled back some of the pandemic-related imagery, they will include it as sentiment shows that consumers feel comforted by advertisements with social distancing and mask-wearing.

Commissioner Sugahara asks if Kevin has been speaking to natural resources managers to discuss what would be appropriate to include while messaging responsible outdoor recreation.

Kevin notes that Travel Oregon regularly meets with natural resource managers and agencies. He states that the Take Care Out There messaging speaks to this work and notes that geo-fencing helps drive these messages to folks that are visiting natural areas.

Commissioner Sugahara asks if Kevin has been working closely with Travel Portland to support their needs.

Kevin states that he has a biweekly meeting with his counterpart at Travel Portland. He notes that Travel Oregon and Travel Portland collaborated on Top Chef. Travel Oregon has also made Wieden & Kennedy available to work with Travel Portland through our partnership, as Travel Portland's budget was so significantly affected. He notes that Travel Portland has exciting plans that will launch soon but that he does not want to give away their news.

Vice Chair Francisco shares a funny story about OSE prompting his wife to buy local strawberries and the impact the work has on consumers.

Commissioner Ponzi congratulates Kevin and compliments the Welcome to Oregon Again campaign.

Competitive Grant & Recovery Program

Todd introduces Michelle Woodard, Grants Manager at Travel Oregon.

Michelle joins the meeting via Zoom to share an overview of Travel Oregon's last competitive grant cycle and awards. She notes the quick turn-around for the process in order to fund projects as quickly as possible. Project categories could include business district and main street projects, funds to support ticketed events and attractions, and tour operator, guides, and outfitters' COVID-19 related updates. The grants team received 419 applications equaling over \$18.5 million in requested funds. 60 projects were awarded over \$2.4 million. Only 14% of applications in this grants cycle received funding. Michelle shares details from four projects via a PowerPoint presentation, including the Oregon Shakespeare Festival, Corvallis Fall Festival, Hacienda Community Development Corporation, and Wildlife Safari.

Todd commends Michelle for her skill, talent, and heart for the Travel Oregon grants program and the communities it serves.

Chair Youngblood speaks to the emotional process Michelle and team must undergo to manage a grant program during this time. He thanks Michelle for her work.

Competitive Large Grant Update

Michelle introduces the team from Oregon22, Niels de Vos, Sarah Massey, and Sasha Spencer Atwood, to present on an update to Oregon22, a competitive large grant recipient.

The Oregon22 team joins the meeting via Zoom. Niels, Sarah and Sasha share a presentation via PowerPoint. The presentation includes the changes from Oregon21 to Oregon22, the launch of the new brand, and strategy. Sasha speaks to Oregon22's commitment to DEI work and their strategy, including partnering with the Council for Responsible Sport. She notes that this will expose a global audience to the way Oregon does things. Sasha speaks to additional partnerships, including with the City of Eugene and their fan base. Sasha describes Oregon22's current staff structure with 12 full-time staff and their phased approach to recruiting to have 100 staff during the event and 2000 volunteers. Sarah notes that the World Broadcaster's Meeting is November 1, 2021 and Travel Oregon will be involved. Sarah continues to speak to exposure for the Oregon brand, including media buy value of over \$100 million particularly in the top three markets of the UK, China, and Japan.

Todd thanks the Oregon22 team and asks if there are questions.

Commissioner Sugahara thanks the team for the update on progress and states his excitement for the event in 2022.

Commissioner Boyles asks what plans are being made for visitors to travel from their remote accommodations to the event, knowing that there are significant lodging and transportation challenges associated.

Niels states that there are no daytime events, which allows visitors to explore the state, and that the evening events begin at 6pm, which allows time for visitors to travel if they are not staying in the Eugene area. Sarah mentions that Oregon22 will be reaching out to ticketholders to help them plan accommodation and transportation in partnership with Travel Lane County. Niels continues by stating that the event will bring visitors for years to come due to the media impressions.

Commissioner Sugahara asks what is being done to help prepare the community, especially in the Eugene area, and if the outreach process has been started.

Sasha notes that they have partnered with the City of Eugene to begin planning, preparing, and grow excitement in the community.

Todd thanks Niels, Sarah, and Sasha and notes this will be a significant event for Oregon.

Closing Remarks

Chair Youngblood states the tremendous opportunity to be in-person today and looking forward to October to be with the remainder of the Commission. He opens the floor to the Commissioners to share any additional business.

Commissioner Willits commends Travel Oregon and specifically Kevin Wright on planning for wildfire season and how to educate on and mitigate wildfires. He notes that Oregon license plates now include a Smokey the Bear license plate and proceeds go to wildfire mitigation and education. He recognizes that 10% of TripAdvisor's annual awards were awarded to Oregon hotels, including the Oxford Hotel in Bend and the Atticus Hotel in McMinnville. He states that every hotel in Oregon does a great job representing and promoting the state and notes that FivePine will aim to win this award next year.

Chair Youngblood states that both Commissioner Sugahara and Vice Chair Francisco's terms on the Commission end June 30, 2021. The next possible executive appointment by the Governor's Office will take place in September or October. The next Commission meeting will take place October 5 in Salem and Chair Youngblood notes that both Commissioner Sugahara and Vice Chair Francisco will serve until there is a replacement. He states that he hopes they will both join the October 5 meeting as their final meeting together.

The next Commission meeting will be held in Salem on October 5, 2021.

Chair Youngblood adjourns the meeting at 12:19 p.m.