

# OREGON TOURISM COMMISSION MEETING

March 14, 2022  
1:00 p.m.

This meeting takes place during the Oregon Governor's Conference on Tourism at Sunriver Resort. The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel: <https://www.youtube.com/user/oregontourism/>. For those attending in person, all CDC and state guidelines will be followed.

1:00 p.m.	<b>Welcome and Introductions</b>	Chair Youngblood
1:10 p.m.	<b>Chair Remarks</b>	Chair Youngblood
1:15 p.m.	<b>General Public Comment</b>	Chair Youngblood
1:30 p.m.	<b>Commission Business</b> Review of Commission Packets Status Update on Transformational Strategy Process	Chair Youngblood
1:40 p.m.	<b>Commission Action</b> Approval of Minutes Nominating Committee Appointment CEO Evaluation Process Consideration of Minimum RCTP Funding Levels	Chair Youngblood
2:05 p.m.	<b>Grants Update</b>	Michelle Woodard
2:15 p.m.	<b>Digital Marketing Support Program for Tourism Businesses</b>	Hilary Sager & Gabi Duarte
2:40 p.m.	<b>Advertising Update</b> OSE 3 Update Strategy Direction Extraordinary is Ordinary Campaign	Kevin Wright, Katy Clair and Bryan Mullaney
3:15 p.m.	<b>Oregon Governor's Conference on Tourism 2022 Preview</b>	Lisa ITEL & Matthew Finn
3:25 p.m.	<b>Other Business</b>	Chair Youngblood
3:30 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 "March 2022 –Tourism Commission Meeting" in the subject line.  
Next Tourism Commission Public Meeting – June 15, 2022