

OREGON TOURISM COMMISSION MEETING

June 13, 2023

Lakeview Elks Lodge

323 N. F St.

Lakeview, OR 97630

The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel:

<https://www.youtube.com/user/oregontourism/>.

9:00 a.m.	Welcome and Introductions	Chair Boyles
9:10 a.m.	Chair Remarks	Chair Boyles
9:15 a.m.	Local Welcome	
9:30 a.m.	Stakeholders, Partners and Public Statements <i>*This is an opportunity for written or in-person general statements or updates to Commission</i>	Chair Boyles
9:40 a.m.	Commission Business Review of Commission Packets Oregon Tourism Commission Governance Update CEO Evaluation Process	Chair Boyles
9:50 a.m.	Commission Action Approval of Minutes Nominating Committee Report Final Review & Adoption of Travel Oregon 2023-25 Strategic Plan and Budget	Chair Boyles Commissioner Youngblood
10:30 a.m.	Visitor Lifecycle Management (VLM) Update	Bryan Mullaney
11:00 a.m.	Travel Oregon with Travel Oregon Campaign	Katy Clair & Michael Sturdevant
11:40 a.m.	Other Business	Chair Boyles
12:00 p.m.	Adjourn	Chair Boyles

If you have any questions or comments related to the meeting proceedings or presentations, please email us at industry@traveloregon.com and indicate "June 2023 –Tourism Commission Meeting" in the subject line.