

OREGON TOURISM COMMISSION MEETING

April 14, 2025
Oregon Convention Center
Portland Ballroom 256-257
777 NE Martin Luther King, Jr. Blvd
Portland, OR 97232

The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel:
<https://www.youtube.com/user/oregontourism/>.

Accessibility and Accommodation Requests

For questions about accessibility or accommodations for persons with disabilities, or to request a translator, interpreter, or other communication aids, please contact Matthew Finn at
matthew@traveloregon.com.

12:30 p.m.	Welcome and Introductions	Chair DiNovo
12:40 p.m.	Chair Remarks	Chair DiNovo
12:45 p.m.	Local Welcome	Travel Portland and Sub-Regional Partners
1:05 p.m.	Partners and Public Statements	Chair DiNovo
	<i>*This is an opportunity for written or in-person general statements or updates to Commission</i>	
1:15 p.m.	Commission Business	Chair DiNovo
	Review of Commission Packets	
	Review of Travel Oregon Financial Update	
1:20 p.m.	Commission Action	Chair DiNovo
	Approval of Minutes	
1:25 p.m.	Governor's Conference on Tourism Preview	Lisa Itel, Jaime Eder, Lauren Thompson
1:45 p.m.	Break	
1:55 p.m.	2025-27 Strategic Plan	Petra Hackworth, Sarah Watson, Bryan Mullaney, Kathleen Stewart
2:55 p.m.	Changing Landscape of Search & AI	Mo Sherifdeen, Jessie Kirk, Wade McCarthy
3:25 p.m.	Other Business	Chair DiNovo
3:30 p.m.	Adjourn	Chair DiNovo

If you have any questions or comments related to the meeting proceedings or presentations, please email us at
industry@traveloregon.com and indicate "April 2025 –Tourism Commission Meeting" in the subject line.