

OREGON TOURISM COMMISSION MEETING

July 21, 2025

Virtual Meeting

Tourism Commissioners present included: Chair Greg Willitts, Vice Chair Harish Patel and Commissioners Travis Hill, Lucinda DiNovo, Jenifer Roe, David Penilton, David Gremmels and Scott Youngblood.

Welcome and Introductions

Chair Willitts opens the meeting at 11:02 a.m. and welcomes everyone to the July 21, 2025, Oregon Tourism Commission virtual meeting.

Chair Willitts thanks everyone for joining virtually, noting that the meeting materials, including the agenda, can be found on the Travel Oregon Industry website.

Chair Willitts states that in holding a meeting today, all Public Meeting notice requirements required by state law were met.

The Oregon Tourism Commissioners introduce themselves. Department of Justice representative Sylvia Cramond also joins the meeting.

Chair Remarks

Chair Willitts acknowledges that today's meeting marks his first as Chair and is proud to carry on the duties of accountability and transparency that are paramount to the Commission. He continues to state the excitement to identify the next steps in the CEO search through collaboration, diligence and transparency.

Executive Session

Chair Willitts states that the Commission will now meet in Executive Session pursuant to ORS 192.660(2)(f) to consider information or records that are exempt by law from public inspection. Only individuals authorized or invited by the Commission are permitted in the Executive Session. News media are directed not to report on or otherwise disclose any of the deliberations or anything said about these subjects during the executive session except to state the general subject of the session as previously announced. The public meeting will resume at 12:15 p.m.

All Commissioners and Sylvia Cramond enter a Zoom breakout room for the Executive Session.

The Executive Session ends at 12:13 p.m.

Chair Willitts resumes the public meeting at 12:16 p.m.

Chair Willitts reminds the attendees that no decisions or actions were taken during the Executive Session. Chair Willitts asks CEO Todd Davidson to introduce himself as his introduction was missed earlier in the meeting.

Commission Business

Finance Committee Report

Chair Willitts asks Vice Chair Patel to share about the Finance Committee, a fact-gathering body.

Vice Chair Patel shares that the Vice Chair is tasked with filling the Finance Committee with two Commissioners for two years. After interviews, Commissioners Jen Roe and Travis Hill have been selected to fill the Finance Committee. Chair Willitts will also attend as desired.

The Finance Committee meets monthly with the Travel Oregon CEO, VP of Administration and Finance & Accounting Director to review financial records, understand income and expenditures against projections, and ensure that the budget accurately reflects the needs of the organization.

Chair Willitts asks for any questions.

Commission Action

Chair Willitts states that pursuant to ORS 284.142, the Oregon Tourism Commission is tasked with hiring an executive director following the retirement announcement of CEO Todd Davidson. He takes a motion to assist with the close coordination with the Governor's Office, Commission members, Travel Oregon staff, Regional Destination Management Organization (RDMO) partners, and key industry partners, by directing Travel Oregon staff to enter into third-party contracts to advise the Commission and support the CEO search and hiring, including Kari Westlund Strategic Services, to focus on a search firm strategy, staff and partner engagement and policy framework.

- Commissioner DiNovo moves to approve and Commissioner Penilton seconds the motion.
- Chair Willitts asks that all in favor say 'aye' by raising their hand. Commissioners Hill, Roe, Penilton, Youngblood, DiNovo, Gremmels, Vice Chair Patel and Chair Willitts say 'aye'.
- Chair Willitts asks for any opposition.
- Hearing none, the motion carries.

Chair Willitts thanks the Commissioners for this key step to initiate the CEO search process.

Other Business

Chair Willitts asks if there is any additional business or announcements. Commissioner DiNovo acknowledges Chair Willitts for his first meeting as Chair.

Chair Willitts states that the next Commission meeting will be September 11 and 12 in Yachats. The Commission may hold additional meetings to keep the CEO search process moving forward. The Commission is actively working with the Oregon Government Ethics Commission to adhere to procedures for the CEO hiring process via an open and competitive process.

Chair Willitts adjourns the meeting at 12:23.