



## **Visit Bend Board of Directors Meeting Minutes January 16, 2018**

**Location:** Bend Visitor Center

**Present:** Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Hank Therien, Dave Nissen, Matt Williams, Alan Dietrich, Ben Perle, Michelle Mercer, Erick Trachsel, Lisa Sidor, Scott Greenstone

**Via Conference Call:** Brent McLean, John McLeod

**Guests:** Suzanne Roig, Noelle Fredland, Olivia Inman, Ashley Mitchell, Carolyn Eagan, Wendy Puller, Ann Cook, Eric Rock.

### **Call to Order**

Kevney Dugan called the meeting to order at 8:01 a.m. Introduction of guests followed.

### **Meeting Minutes Approval**

Dave Nissen moved to approve the minutes from the most recent board meeting. Alan Dietrich seconded. The minutes were unanimously approved.

### **Financial Report**

Scott Greenstone stated that revenue year-to-date is running about 4% over budget. He said the most recent check from the City of Bend that reflects the TRT collections for November 2017 was under budget.

Sales and Marketing expenses are under budget due to timing differences.

Matt Williams moved to approve the financial report. Michelle Mercer seconded. The report was unanimously approved.

### **Tourism Industry Briefing**

Kevney stated that year-over-year TRT is up 7.8% but appears to have slowed.

Kevney discussed the occupancy numbers provided by STR. Demand numbers are down but there is increased supply. The smoke from late summer and lack of snow may be a factor.

Kevney also presented information from AirDNA, a company that reports on Airbnb activity and bookings. Growth appears to be strong and may indicate a market shift toward vacation rentals. Kevney also met with a vacation rental company owner to discuss Airbnb and industry trends. More details are available in the board packet.

### **Reserve Fund**

Kevney discussed the Reserve Fund Proposal that was recently presented to BEDAB. The proposal was well received with a few minor edits. Going forward, the Reserve Fund will be part of the annual Business Plan presented in the spring to BEDAB and to the City Council. More information is available in the board packet.

Dave Nissen stated that BEDAB seemed very engaged in the process and proposal and the response was very positive.

Carolyn Eagan said that BEDAB will present the proposal to City Council tomorrow night. Kevney will be attending the session.

### **Operation of Board Meetings**

Kevney asked whether he, as the Executive Director, should continue to run the Board Meetings, or if the Chair should take over. John McLeod said this is a common practice. It was decided that the Chair will take a larger role in the meetings.

Visit Bend is seeking new board members and will be accepting applications.

### **Public Relations and Social Media Update**

Tawna Fenske presented some highlights from recent media coverage. These include: Marmot's newsletter, *Reader's Digest*, *The Seattle Times*, *Alaska Airlines Magazine*, and *Eugene Magazine*.

Tawna also presented recent Facebook highlights. She said that video has been doing well.

### **Marketing Update**

Nate Wyeth said that the winter campaign is in full swing. Website traffic looks strong. The top-performing partners are Pandora and Bidtellect. The winter family message continues to resonate well.

Bend Ale Trail Month was successful. Some highlights from survey data collected are included in the board packet. 550 people completed the Bend Ale Trail during November.

The Trip Advisor partnership was just renewed.

The new website is in development and is currently targeted for a March launch.

### **Group Sales Updates**

Hank Therien that he is confident that the USA Climbing Bouldering Nationals will be coming to Bend. Fly Fishing Nationals is also in the works.

The Bend Women's March Cotopaxi Questival Event will happen the third weekend of March. Themed challenges are in development.

The Single Speed World Championship Mountain Bike Race is being planned for October.

The Cascade Cycling Classic will happen in June.

### **Board Roundtable**

John McLeod said the Mt. Bachelor is down slightly from last year but business is still strong.

Dave Nissen stated that business has been strong and they recently held a snow camping tour. Wanderlust is also working on an Art in Nature program in partnership with the Tower Theatre.

Michelle Mercer recently attended her first meeting as the Visit Bend Board representative on the BCTF Commission.

This Ben Perle's last meeting and he said thank you to the organization.

Alan Dietrich said that Crater Lake Spirits has seen a year-over-year business increase.

Erick Trachsel stated they had a recent owner meeting and are working on an on-site spa at the Riverhouse. They are planning some additional units near the convention center.

### **Public Comment**

Ashley Mitchell said that the Fairfield Inn is undergoing renovations that should be complete by May.

Olivia Inman said that business and occupancy are good.

Suzanne Roig of *The Bulletin* introduced herself. She has relocated from Hawaii where she also covered tourism.

Noelle Fredland stated that the Les Schwab Amphitheater will be hosting Dave Matthews again. They are seeking new talent for the summer lineup.

Eric Rock said that the DoubleTree is replacing carpet.

Ann Cook said that the Eastern Pennsylvania Ski Council is coming on a FAM trip next month. The group will be coming next year.

The meeting was adjourned at 9:19 a.m.

Notes by: Valerie Warren  
January 16, 2018