



Visit Bend Board of Directors Meeting Minutes September 20, 2016

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Hank Therien, Nate Wyeth, Tawna Fenske, Michelle Mercer, Jodie Barram, Alan Dietrich, Matt Williams, Erick Trachsel, Scott Greenstone, Lisa Sidor, Linda Orcelletto.

Guests: Lori Porter, Tami Travis, Wendy Puller, Noelle Fredland, Heather Kaur, Ashley Mitchell, Belinda Liskh, John Flannery

Call to Order

Kevney Dugan called the meeting to order at 8:05 a.m. Introduction of guests followed.

Meeting Minutes Approval

April - one minor typo needs to be corrected. Be should be "been."

Matt Williams motioned to approve. Alan Dietrich seconded. The minutes were approved unanimously.

June - Jodie's name needs to be added in the comments section. Jodie Barram moved to approve the minutes. Michelle Mercer seconded. The minutes were approved unanimously.

Financial Report

Scott Greenstone referred to the financial documents included in the Board Packet. City funding has already exceeded budget for the new fiscal year. The revenue is over budget by 19%. Other revenue categories are also ahead of budget.

Expenses are generally in line with budget. Sales and Marketing expenses are running a little off budget due to timing differences. Overhead expenses are close to budget.

Cash position is strong.

Kevney commented on the change in payment schedule where the City of Bend is now remitting payment based on actual TRT receipts rather than estimates. This is further explained in the notes in the Board Packet.

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

Tourism Industry Briefing

Kevney pointed out some highlights from recent tourism metrics. TRT collections hit another record in July. Occupancy rates continue to grow. ADR is higher with a year-end average of \$120.

The Business Plan for additional TRT funds from the City of Bend is in the works and will be presented soon.

Kevney commented that he is working collaboratively with other groups in the community to address some of the current issues and perceptions around tourism.

Marketing Update

Nate Wyeth stated that the transition to year round advertising is now in place. The 10th Month campaign to highlight events during the month of October has begun.

Bend Ale Trail month advertising will begin soon.

Social media traffic to the Visit Bend website is growing and strong.

The Visit Like a Local campaign is starting to gain traction and the Visit Bend team has met with several groups in the community to discuss the campaign. There is a new landing page on the Visit Bend website that includes tips.

Porter Co. Presentation

Lori Porter and Tami Travis of Porter Co. presented the upcoming media plan as well as metrics from last year's winter campaign in San Francisco and Northern California.

The strategy from last year involved multi-screening and three distinct campaigns: Bend Ale Trail; Winter Family; and Winter Friends.

The Over Delivery Value from the campaign was 311% with a total media value of just over \$1.1 million on an actual investment of just over \$300,000.

Two successful components were custom content - stories about the Bend experience in *SF Gate* - and multi-screen video.

For this shoulder season and winter season's campaign, Porter Co. will be targeting Portland, Seattle, and San Francisco/Northern California. Lori and Tami have already had several meetings in these markets.

Three main components of the upcoming campaigns in all markets will be: native ads with branded content; a branded Pandora station; and cable spots.

The three markets will also have individualized components.

Public Relations and Social Media Update

Tawna Fenske presented highlights from recent press coverage and social media posts. Additional details are available in the Board Packet.

Group Sales Updates

Hank Therien stated there are a couple of large bids out right now including USA Cycling for Cyclocross Nationals. USA Track and Field Cross Country National are coming back and the Halloween Cross Crusades are coming up.

Board Roundtable

Matt Williams asked when Visit Bend would hear back from USA Cycling. Hank said that it should be in October.

Michelle Mercer said they had a very busy summer. They are seeing a shift from families during the summer to couples.

Alan Dietrich commented on Bendistllery's recent award. They are also seeing couples without kids coming in now.

Jodie Barram stated that the Tower Theatre's season has started. They are replacing the lobby carpet. Educational outreach is growing. The a cappella festival is coming back in February.

Erick Trachsel stated that the Riverhouse's jazz series is kicking off next month.

Public Comment

There were no comments from the public.

The meeting was adjourned at 9:14 a.m.

Notes by: Valerie Warren
September 20, 2016