



## **Visit Bend Board of Directors Meeting Minutes May 9, 2017**

**Location:** Bend Visitor Center

**Present:** Kevney Dugan, Valerie Warren, Hank Therien, Nate Wyeth, Matt Williams, Alan Dietrich, Dave Nissen, Jodie Barram, Michelle Mercer, Erick Trachsel, Brandon Sirstins for Brent McLean, Scott Greenstone, Linda Orcelletto.

**Guests:** Kathleen McLaughlin, Ashley Mitchell, Olivia Inman, Stephanie McNeil, Joey Hamilton, Ann Cook.

### **Call to Order**

Kevney Dugan called the meeting to order at 8:06 a.m. Introduction of guests followed.

### **Meeting Minutes Approval**

Jodie Barram moved to approve the minutes from the March Board Meeting. Matt Williams seconded. The minutes were approved unanimously.

### **Financial Report**

Scott Greenstone stated that revenue is running over budget due to TRT being 7% over budget for the year to date. Event revenue is down. He expects that Visit Bend will end the year very close to budget. Personnel and Sales and Marketing expenses are under budget. Sales and Marketing expenses should run closer to budget as the year progresses. Overhead expenses are slightly over budget. He stated that he has no concerns regarding the financials.

There was some discussion regarding a reserve fund that could be deployed during an economic downturn. This has also been brought up by some of the City Councilors.

Alan Dietrich moved to approve the financial report. Jodie Barram seconded. The financial report was approved unanimously.

### **Board Position Renewal**

Matt Williams and Brent McLean will both stay on the Board for another term, bringing the new term end date for each to May 2020.

### **Tourism Industry Briefing**

The estimated TRT collections for the City of Bend for March were up 8.7%. This is not a final number.

April 2016 was a particularly strong month due to the airport closure during May 2016. April 2017 is slightly down from this so far.

Kevney stated that Visit Bend has been continuing to focus on sustainability and feels that there is good movement and dialogue around this issue. Improved transportation is also a focus.

### **Business Plan and Contract Amendments**

In April BEDAB unanimously approved the Business Plan in April. The City Council was also supportive of the Business Plan, and it was approved by the City on Wednesday.

Dave Nissen said that the Visit Like a Local campaign is resonating very well in the community.

Kevney highlighted some of the goals in the Business Plan for fiscal year 2018.

The City of Bend has proposed an amendment to the current contract, extending it to June 30, 2022. There are also changes covering the TRT percentage dedicated to tourism as well as any funds collected that are over 10% over the approved budget.

To date, ORLA has not taken any specific action regarding the City's new interpretation of the percentage of TRT funds that must be dedicated to tourism promotion.

### **Marketing Update**

Nate Wyeth covered the winter campaign that ended last month. The Bend Ale Trail campaign ran October through mid-November. The winter family campaign started after the Bend Ale Trail campaign ended. It targeted women 25-54.

Pandora has quickly become the best return on investment for digital marketing. There were over 5 million digital impressions during the campaign running from December through March.

Several TV and radio spots were also included in the winter campaign.

A billboard in San Francisco was part of the campaign.

Weekend Sherpa was a very successful part of the digital campaign that was added this year.

The Seattle market is more focused on local news than Comcast buys.

Website traffic from October through March was tracked to measure the success of the campaign.

The summer campaign is currently being finalized.

Visit Bend has been working with EDCO on business relocation for the outdoor industries market.

New video spots are in production.

Kevney said that Visit Bend has been working with the Deschutes National Forest and other stakeholders to revise some of the content on the hiking page on the website.

The Bend Ale Trail will be updated in early June. Immersion will be added this year.

More information is available in the Marketing Updates included in the board packet.

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

Nate covered some of the recent social media highlights. Engagement continues to outpace other destinations.

*Travel + Leisure* recently featured Crux Fermentation Project in their roundup of the nation's 50 best breweries. Nate also highlighted other recent media coverage.

More information is available in the Public Relations Updates included in the board packet.

### **Group Sales Updates**

Hank Therien discussed key updates in Group Sales. USA Triathlon - Duathlon Nationals will be held in June.

The FFA Convention, middle school basketball tournament, and Bend Marathon all showed record attendance.

More information is available in the Sales Update included in the board packet.

### **Board Roundtable**

Dave Nissen said they had a slow, but good April. Wanderlust Tours hosted a cave cleanup this past weekend.

Michelle Mercer said that they are getting ready for their summer float season in Riverbend Park. They will be focusing on educating people and promoting sustainability and Visit Like a Local concepts.

Brandon Sirstins said they had a last-minute push for Memorial Day bookings. They are anticipating a successful summer season.

Alan Dietrich stated that they are working on exposure for Bend Distillery's new downtown tasting room.

Jodie Barram said the Tower Theatre is wrapping up the season and is in its membership drive. There will be fewer events during the summer. The Bend Cultural Tourism Fund grant review will be on May 23<sup>rd</sup>.

### **Public Comment**

Stephanie McNeil mentioned that TEDx Bend is this weekend.

Ashley Mitchell said that the Marriott hotels are gearing up for the summer.

Ann Cook said that the DoubleTree experienced some damage during the winter and had to replace the roof as well as repair several rooms.

Linda Orcelletto said the Visitor Center had over 100 people on Saturday. There seem to be a lot of international visitors. There continue to be positive comments about the Bend Ale Trail.

The meeting was adjourned at 9:20 a.m.

Notes by: Valerie Warren  
May 9, 2017