



## Visit Bend Board of Directors Meeting Minutes July 15, 2014

**Location:** Bend Visitor Center

**Present:** Doug LaPlaca, Tawna Fenske, Valerie Warren, Kevney Dugan, Nate Wyeth, Noelle Fredland, Jodie Barram, Carolyn Eagan, La Dona Canavero, Alan Dietrich, Dave Nissen, Brent McLean, Ben Perle, Scott Greenstone, Lisa Sidor, Hank Therien.

**Guests:** Wendy Puller, Rachel Rees, Chuck Arnold, Joelle Brown, Rocky Adrianson, Andy Goggins.

### **Call to Order**

Doug La Placa called the meeting to order at 8:05am. Introduction of guests followed.

### **Financial Report**

The preliminary financial statements for the fiscal year ended June 20, 2014. Doug LaPlaca stated it was a very good year from a financial standpoint. The year ended with revenue 20% over budget and a positive net income. Scott Greenstone noted that Harrigan, Price & Fronk will conduct an independent financial review that will result in some minor changes to the fiscal year end. Scott pointed out some of the highlights: record revenue, significantly in excess of the already-aggressive budget; the revenue resulted in incremental sales and marketing expenses; and other expenses finished the year very close to budget. The financial health ratios are solid. The cash position is good. July, the first month of the current fiscal year is also expected to show surplus revenue. Doug also said that starting next month the City revenue will be broken out to show the new, incremental revenue that will result from the ballot measure passage separate from the already-existing 9% TRT revenue. Doug also stated that the detailed budgeting worksheets (z-sheets) are available to any board member who would like to review them.

### **Tourism Metrics Updates**

Doug noted that the City of Bend room tax collections for the first 11 months of the fiscal year were over \$4 million.

The site traffic on VisitBend.com was up significantly. Over 1 million visitors viewed the site during the past fiscal year. The average time on the site went down slightly. The events calendar is the most visited page on the website, which could be connected to the decrease in time spent on the Visit Bend site. Mobile use continues to increase. Doug also stated that the website analytics are very important in influencing how Visit Bend does business. As noted in the analytics, Visit Bend tracks the geographic origin of ISPs visiting the website.

Social media metrics show that Visit Bend's Facebook engagement continues to be high. The reach is around 150,000 to 200,000 people per week. Comments also show trip planning and sharing happening via Facebook.

Doug said that citywide occupancy would be updated next week.

### **Public Relations Updates**

Tawna Fenske stated that the last couple of months have shown a high level of media engagement. Some of the publications include: *Where to Retire*, *Better Homes and Gardens*, *Washington Trails*, *Travel + Leisure*, and *Westworld* (Canadian equivalent of AAA). There are also several upcoming media visits.

Tawna also showed recent Facebook post highlights, including an experiment comparing photo posts to video posts.

### **Marketing Updates**

Nate Wyeth noted that the summer advertising campaign is in full swing. This campaign will include over 7,000 TV spots. Radio is also a major part of the summer campaign.

Nate also showed the recent advertising spread and mountain biking insert in *Mountain Magazine*.

The website, as noted during the tourism metrics discussion, continue to perform well.

The Bend Ale Trail continues to show a great deal of growth. There will also be a “Drinkable Detours” component launched to showcase other types of craft beverage manufacturers such as wine, cider, distilleries, and kombucha.

Nate stated that since June 19, 2013, Visit Bend’s Facebook likes have gone from 4,663 to 80,454 likes one year later.

Instagram following has doubled during the past month.

The Winter 2014/2015 creative campaign is underway, with one commercial spot already very close to completion.

### **Group Sales Updates**

Kevney Dugan stated that the Cyclocross Nationals bid is coming together. The letters of support include world-class athletes from outside of the area.

New bids include NAIA Baseball Nationals and NAIA Cross Country Nationals.

The Oregon Lacrosse Classic is a first-year event being held later this month with teams coming from all over the country.

The Oregon Senior Games event was held in June and a recap sheet is included in the Board Packet. Over 500 athletes from 13 states competed. The economic impact coming from participants from outside of the area was just under \$500,000. The participants rated the event very favorably.

### **Board Roundtable**

Brent McLean, new Board Member, noted that Visit Bend is one of the highest drivers of traffic to the Brasada website.

Carolyn Eagan said that she would like to give Kevney a briefing on upcoming road improvements in Bend. She also said that City Council and Visit Bend are working on revising the contract with Visit Bend. Meeting times between Visit Bend and City Council will be confirmed for the end of the month.

Jodie Barram noted that the recent fire west of Bend displaced some in-town meetings.

### **Public Comment**

Chuck Arnold said that is has been a great summer for Downtown Bend and the occupancy rate is at 98%. Close to 75,000 people came Downtown for Summer Fest this past weekend.

The meeting adjourned at 9:47am.

Notes By: Valerie Warren

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