



Visit Bend Board of Directors Meeting Minutes November 15, 2016

Location: Bend Visitor Center

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

Guests: Wes Price, Tracy Glover, Dave Fox, Wendy Puller, Joey Hamilton

Call to Order

Kevney Dugan called the meeting to order at 8:03 a.m. Introduction of guests followed.

Meeting Minutes Approval

Jodie Barram made a motion to approve the September Board Meeting Minutes with no changes. Michelle Mercer seconded. The minutes were approved unanimously.

Financial Review

Wes Price of Price, Fronk & Co. presented the annual financial review. This is a standard process for organizations such as Visit Bend. He also stated that Visit Bend's tax returns had been completed and will be filed on time.

Wes stated that they are issuing a clean report for the financial review. He reviewed several highlights from the Statements of Financial Position and Statements of Activities from the fiscal years ending June 30, 2016 and June 30, 2015. Wes said that the organization continues to be financially strong.

Expenditures are in line with the mission of the organization, reflecting that the bulk of funds are expended on marketing programs and tourism promotion.

Financial Report

Scott Greenstone presented the financial report. Kevney stated that Visit Bend has not received the actual collection numbers from the City of Bend for the month of September.

Scott stated that due to this, the October books have not been closed.

On the revenue side, Visit Bend is tracking ahead of budget by approximately 7%. Through the end of the first quarter, this represents over \$80,000 of additional funding. Sales & Marketing expenses are over budget due to timing differences as well as spending in anticipation of additional retroactive room tax funds from the City. Overhead expenses are running close to budget. Everything is in line with expectations.

Kevney stated we are expecting the payment from the City very soon.

Dave Nissen motioned to approve the financial report. Jodie Barram seconded. The vote to approve the financial report was unanimous.

Bend Cultural Tourism Fund Updates

Valerie discussed changes to the Policies & Procedures and Grant Guideline documents that had been forwarded to the Board previously for review. The public comment process has come and gone with no public comment received. The Marketing Grant application document is largely

within BCTF.

Jodie Barram asked if the guidelines are still in line with the BCTF program. Kevney reiterated that the same parameters are required. Valerie noted that only 25% of total fund can be used. Valerie highlighted that you can only apply for one Catalyst Grant.

Erick Trachsel inquired about revising the number of points allocated during certain months to reflect updated changes in occupancy.

Michelle Mercer made a motion to approve the changes to the BCTF documents with the intent to have the commission review the weighted scale in regards to seasonality. Erick Trachsel seconded. The Board unanimously approved the motion.

Valerie discussed commission members and appointments of those positions. The Performing Arts and Literary position will be appointed soon. Valerie will be collecting candidate names from the Board as well as suggestions from the Commissioners.

Dave Nissen moved to appoint Aaron Switzer and Brian Wagner to positions 12 & 13 for another term. Matt Williams seconded. The Board unanimously approved the appointments.

Dave Nissen moved to appoint Jodie Barram to represent the Visit Bend board in position 4. Matt Williams seconded. The Board unanimously approved the appointment.

Tourism Industry Briefing

Kevney covered the most recent tourism metrics. September occupancy was up almost 4% from the prior year; ADR is also tracking higher.

Kevney stated that he will be attending the City Council meeting tomorrow night to hear updates regarding the City of Bend's planned legislative actions for the upcoming session.

Marketing Update

Nate Wyeth discussed the recent 10th Month campaign. The final debriefing meeting was held yesterday. There were over 10,000 visits to the 10th Month page on the Visit Bend website; the feedback from all the stakeholders was very positive. Reports are that out-of-town attendance was up 25 - 30% over last year.

The Bend Ale Trail Month campaign launched in October. Native advertising and social influencers are a larger part of this year's campaign. Beer tourism continues to trend upward across the country.

For the winter campaign, the large focus will be on family travel.

Website traffic is up 10.14% over the past year. The 1 million unique visit mark for the year has been reached.

More information is available in the Marketing Update included in the Board Packet.

The new Bend Ale Trail Atlas format has been receiving positive feedback. App downloads are increasing.

The Visit Bend Facebook page has almost 180,000 followers and engagement continues to be high.

The Visit Like a Local campaign continues to develop and evolve. Visitation to the dedicated website landing page has been strong. A commercial is under development.

Visit Bend will be entering in to an agreement with Trip Advisor to represent the official Bend, Oregon page.

Public Relations and Social Media Update

Tawna Fenske highlighted some recent successful Facebook posts. Additional information regarding PR and social media is covered in the Board Packet.

Group Sales Updates

Last weekend's Bend Ale Run was successful and over 80% of the participants reportedly were from out of the area.

Group Sales Updates are included in the Board Packet.

Board Member Recruitment

Kevney formally announced that Visit Bend is seeking board member nominations for one position. A press release will be sent out soon. Applicants should email Valerie.

Board Roundtable

Tours and Mt. Bachelor.

Jodie Barram stated that they are having a busy season at the Tower Theatre so far.

Erick Trachsel said they had a successful fundraising event for the Boys and Girls Club. He also said the fall months have been very busy.

Public Comment

Dave Fox of Art in the High Desert said they are partnering with OPB and are planning for the August event. It will be their 10 year anniversary.

Linda Orcelletto said that many people from the Seattle area have been coming into the Visitor Center on Sundays.

The meeting was adjourned at 9:27 a.m.

Notes by: Valerie Warren and Kevney Dugan
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