



## **Visit Bend Board of Directors Meeting Minutes November 17, 2015**

**Location:** Bend Visitor Center

**Present:** Doug La Placa, Valerie Warren, Kevney Dugan, Nate Wyeth, Tawna Fenske, Scott Greenstone, Matt Williams, Alan Dietrich, Dave Nissen, Michelle Mercer, Jodie Barram, Erick Trachsel, Hank Therien, Lisa Sidor.

**Guests:** Stephen Hamway, Bette Fraser, Ashley Mitchell, Joey Hamilton, Carolyn Eagan, Ann Cook, Colleen McNally, Amanda Warner

### **Call to Order**

Doug La Placa called the meeting to order at 8:10am. Introduction of guests followed.

The minutes from the September Board Meeting were approved with no changes. Dave Nissen moved to approve the minutes. Jodie Barram seconded. The minutes were unanimously approved.

### **Financial Report**

Scott Greenstone covered some key points from the financial statements. October continued the trend for a strong first quarter in terms of TRT collections. Year to date, TRT revenue is 25% over budget. A year-over-year increase of 8-9% was budgeted.

On the expense side, expenses are tracking with budget. Sales and marketing are over budget due to timing discrepancies.

Cash position is very strong. Some accrual funds are being carried for the Bend Cultural Tourism Fund.

Doug La Placa stated that the growth in room tax collections is due to several factors. Rates are higher (higher ADR); there are more visitors; there are more vacation rentals remitting taxes.

Doug also said that historically, surplus revenue is spent on additional marketing programs. During the last meeting, the board had discussed creating a “rainy day” fund where money would be put away to implement marketing programs during economic downturns. Scott presented a proposal for this fund detailed in the Rainy Day Fund Analysis document included in the board packet. Next steps will be for the board to make a decision on whether or not they would like to propose the contract changes/amendments needed to pursue this rainy day fund to BEDAB/the City of Bend.

### **Tourism Industry Briefing**

Doug stated that the month of September continued to show a large increase in TRT collections. The detailed TRT report is included in the board packet.

### **Other Updates**

There is potential legislation on how TRT collections are allocated to tourism.

The largest winter campaign to date has begun. Website traffic is growing 30% year-over-year. Since the winter campaign launched in San Francisco on October 1, 2015, overall traffic is up 45% - 210% just from the San Francisco area.

On November 21<sup>st</sup>, the Bend ad in *Sunset* magazine will drop.

Visit Bend is working with a number of groups to program October as Bend's celebration of creativity and innovation - creating a collaboration between existing events such as the BendFilm Festival, Swivel, the Bend Design Conference, and the Bend Venture Conference.

#### **Board Roundtable**

Jodie Barram stated that the Tower Theatre is excited about the potential October collaboration during the shoulder season. They are seeing increased foot traffic downtown, and are also seeing increased website traffic.

Alan Dietrich said that there is proposed legislation affecting taxes related to the craft distilling industry.

#### **Public Comment**

Collen McNally of Bend Parks and Rec said the new ice pavilion should be opening between December 19<sup>th</sup> and 24<sup>th</sup>. The Colorado Avenue Bridge will be open at the end of the week.

The meeting was adjourned at 9:21a.m.

Notes by: Valerie Warren  
November 17, 2015