



Visit Bend Board of Directors Meeting Minutes

February 17, 2015

Location: Bend Visitor Center

Present: Doug LaPlaca, Kevney Dugan, Nate Wyeth, Tawna Fenske, Matt Williams, Alan Dietrich, Dave Nissen, Ben Perle, Brent McLean, LaDonna Canevaro, Michelle Mercer, Wes Price, Scott Greenstone, Lisa Sidor, Hank Therien.

Guests: Noelle Fredland (Old Mill District), David Fox (Art in the High Desert), Wally Corwin (BEDAB), Amanda & Heather (Super 8), Steve Hamway (Bulletin), Colleen McNally (Bend Park & Rec), Megan French for Bette Fraser (Well Traveled Fork)

Call to Order

Doug LaPlaca called the meeting to order at 8:04am. Introduction of staff, board and guests followed.

Financial Report

Wes Price from Harrigan Price Fronk & Co. LLP presented Visit Bend's FY 2014 financial review. Wes explained that the review was a third party external review. He explained their work for Visit Bend, and how it gives external insurance and focus on financials. There is no requirement for the review, and costs \$5,000.

Scott Greenstone presented the overview for FY15 YTD finances.

There were no questions from the Board.

Wes sits on the board of Regards to Rural. He complimented Visit Bend staff for their help.

Tourism Metrics

Doug presented a summary of primary tourism metrics included in the Board Packet. He stated that all metrics are trending in the right direction. Growth is consistent with business partners.

Bylaws

Doug talked about the major changes to the Bylaw, reviewed by the board over the past months.

There were no questions from the board. Dave Nissen moved to approve the bylaws. Ben Perle seconded. The vote was unanimously approved.

The bylaws will be submitted to the city and posted on Visit Bend's website.

Dave Nissen will be up for the next board term in October.

2014/2015 Winter Marketing Update

Nate Wyeth updated the board on the winter marketing campaign.

Dave Nissen commented that the Bend Brew Bus business was up significantly in November's Ale Trail Month.

Dave also stated that he appreciates the diversity of Visit Bend's mini-guide insert.

Group Sales Updates

Kevney Dugan briefed the board on current bids, leads and upcoming group activity.

The highlight is the announcement of USATF Cross Country Nationals coming to Bend in 2015 and 2017. Kevney received great feedback in Boulder, while attending the 2014 nationals.

LaDonna Canevaro asked when upcoming events will take place.

USATF XC Nationals - Feb. 6th

Future Farmers of America - Kevney's working on a rotating March schedule.

Dates for pursued groups and events:

NAIA XC Nationals - November

Nike XC NW Regionals - goal is for next fall.

USA Weightlifting - Feb/Mar

USA Wrestling West Regional - May

USATF XC Events - February

Dave Nissen asked is the Oregon Senior Games is here to stay, and Kevney answered that Visit Bend currently owns the rights.

Public Relations Updates

Tawna Fenske presented highlights on recent PR and social media activity, including the inclusion of Bend on the New York Times roundup of the top 52 places to go in 2015.

There were no questions from the board.

Board Roundtable

Dave Nissen is excited about the Drinkable Detours.

Alan Dietrich stated that people are already showing interest in making the Drinkable Detours a game like the Bend Ale Trail. He is busier this winter than last, and loves the interest in culinary tourism.

Brent McLean said that only Google beat Visit Bend in referrals to Brasada Ranch.

Ben Perle reported on The Oxford reaching #6 in Trip Advisor.

This was Michelle Mercer's first board meeting. Sun Country Tours is starting to ramp up their marketing.

Matt Williams, with the Pine Ridge Inn, reported a strong January and February.

Public Comment

Wally Corwin, with the Bend Economic Development Advisory Board, stated that he looks forward to a good working relationship. Two important points; BEDAB is interested in a game plan for them to make extra income, and, inclusivity in tourism.

David Fox stated that the Art in the High Desert jumped to number 12 in the nation for art shows. Last year they hired a drone for overhead images.

Colleen McNally, with Bend Park and Recreation, passed along that the Simpson Pavilion will be ready next winter, however, the Colorado spillway will not be ready until the the summer of 2016. Floaters will still need to portage around the construction.

Notes by Lisa Sidor