



VISIT BEND

Visit Bend Board of Directors Meeting Minutes May 15, 2018

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Hank Therien, Kelli Carrow, Dave Nissen, Matt Williams, Alan Dietrich, Michelle Mercer, Brent McLean, John McLeod, Erick Trachsel, Paige Robinson, Noelle Fredland, Scott Greenstone, Cayla Gleaton, Jason Lusk, Lisa Sidor

Absent: Erick Trachsel

Guests: Wendy Roe, Bret Graham, John Flannery, Raul Ainardi, Olivia Inman, Stephanie McNeil, Carla Moore, Carolyn Eagan, Michelle Pighin, Mike Willock.

Call to Order

Chair Dave Nissen called the meeting to order at 8:01 a.m. Introductions followed.

Meeting Minutes Approval

Alan Dietrich moved to approve the minutes from the most recent board meeting. Noelle Fredland seconded. The minutes were unanimously approved.

Financial Report

Scott Greenstone stated that the organization is tracking as expected. City funding is .2% over budget. Personnel and overhead expenses are very close to budget. The main material difference is in sales and marketing expenses. They are under budget approximately 10%. This is anticipation of a shortfall in City funding that will occur in June. The City had instructed Visit Bend to include \$260,000 in prior year funding in the Fiscal Year '18 budget. Later, the City determined that the \$260,000 did not exist and was an accounting error. Visit Bend has adjusted spending to compensate for this.

Tourism Industry Briefing

Kevney Dugan presented the most recent TRT and occupancy numbers. April looks strong. Demand and ADR were up for the month.

Kevney also stated there was a recent hearing on May 8 for the ORLA vs. City of Bend lawsuit. The judgement should happen within the next 60 days.

Business + Marketing Plan

Kevney presented an overview of the Business + Marketing Plan. The plan will be emailed to the Board for review and the Board will vote via email on whether to accept the plan. BEDAB received a draft of the plan on May 7. The next BEDAB meeting, where a final approval vote will be conducted, will be on Monday, May 21.

Marketing Update

Kevney introduced Wendy Roe from Smartz who is the project lead on the new Visit Bend website. The website launched (soft launch) yesterday.

Nate Wyeth discussed recent marketing highlights. Details are available in the Board Packet. A new Bend Ale Trail Atlas will be printed in June.

Nate presented the new Visit Bend website, focusing on the Love Lists feature. It is the biggest website redesign in the organization's history.

Nate also played the new summer TV commercial that was recently completed as part of the Share Bend campaign.

Public Relations and Social Media Update

Tawna Fenske showed recent media coverage and presented Facebook highlights. More details are available in the Board Packet. She also covered recent FAM tours in collaboration with COVA and Mt. Bachelor.

Group Sales Updates

Hank Therien discussed key group sales updates. Additional details are available in the Board Packet.

Board Roundtable

Noelle Fredland said they announced their 17th concert on Monday. There are more concerts scheduled for this summer at the Les Schwab Amphitheater than ever before.

Alan Dietrich said that business is growing. They are seeing competition from other local distilleries.

Brent McLean stated that they have sold Eagle Crest Resort. Brasada will have a banner year.

Matt Williams said that spring has been strong and summer looks good. Booking windows seem to be longer.

Paige Robinson is getting ready for summer. Bookings seem down for Pole, Pedal, Paddle. She is excited for the Love Lists feature.

Michelle Mercer said that rafting season is underway.

John McLeod said there are two weeks left in the season. March and April have been strong. They will offer mountain biking starting in June as well as on closing weekend.

Dave Nissen stated that September and October have become strong months for Bend tourism. Corporate groups have started to come in during April and May, bolstering a time of year when additional tourism is needed.

Public Comment

Raul Ainardi said there are in the third month of the new Red Lion on Butler Market and are doing a remodel of the property.

Mike Willock of Outriders NW just moved to Bend from Jackson, WY.

Bret Graham reports a lot of people coming to The Bend Tour Company seeking information on Bend and is looking forward to continuing the business alliances that have built.

Carolyn Eagan stated that there is paving work going on downtown. They will be providing information on construction projects on the City of Bend website. The City is working closing with the businesses that may be impacted.

The meeting was adjourned at 9:15 a.m.

Notes by: Valerie Warren
May 15, 2018