



## VISIT BEND

### Visit Bend Board of Directors Meeting Minutes March 19, 2019

**Location:** Bend Visitor Center

**Present:** Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Kelli Carrow, Michelle Mercer, Matt Williams, Brent McLean, Noelle Fredland, Jason Lusk, Lisa Sidor, Scott Greenstone

**Absent:** Alan Dietrich, Paige Robinson, Erick Trachsel

**Guests:** Dave Nissen, Suzanne Roig, Stephanie McNeil, Olivia Evers, Bobby Evers, Kate Johnson, Julia Theisen

#### **Call to Order**

Chair Noelle Fredland called the meeting to order at 8:01 a.m. Introductions followed.

#### **Meeting Minutes Approval**

The approval of the January Board Meeting Minutes is postponed as there is not a quorum in attendance today.

#### **Financial Report**

Scott Greenstone reported on the first eight months of the fiscal year. Revenue year-to-date is 5% ahead of budget, mostly due to TRT being higher than expected. Year-over-year growth is 7%. Personnel expenses are slightly under budget. Sales and marketing expenses are running close to budget. There are some timing differences in the marketing expenses area. Overhead expenses are slightly under budget.

Web development is over budget as some of the additional revenue has already been deployed in this area.

Scott pointed out that as of the end of February, the newly implemented "Rainy Day" cash reserve fund will have \$118,000 in it. The wind down fund is just over \$100,000, the bulk of which has been moved into a short-term CD. The total cash position is \$604,000.

The Bend Cultural Tourism Fund is on pace to be able to grant out \$200,000 this year.

#### **Tourism Industry Briefing**

Kevney Dugan discussed recent tourism industry data. TRT collections have been strong. AirDNA numbers are showing a strong supply, resulting in more homes booked. STR numbers are not available yet, but January performed well.

Kevney stated that the Business Plan will be presented to BEDAB in early May. The presentation to City Council first Wednesday of June will be the first Wednesday of June.

### **Proposed Mission/Vision/Values Discussion**

Kevney presented proposed changes to Visit Bend's Mission, Guiding Principles, Vision, and Values. The new focus reflects a commitment to sustainability and community/livability. Kevney would like gather the Board's feedback and to have an official vote sometime in April.

### **Marketing Update**

Nate Wyeth presented highlights from the winter marketing campaign. The campaign wraps up in April. There will be a very small campaign running in Portland this summer.

Bend Women's March is being run digitally in Portland. There have also been four influencers focused specifically on BWM.

Website traffic from Seattle and San Francisco is increasing.

Nate showed a mockup of the proposed website re-skin.

Kelli Carrow discussed third-party platform and social media updates. Facebook engagement has been up over the past few months.

Blog posts indicate that searches on "Top 10" type lists remain popular.

TripAdvisor shows an increase in views and engagement as people start planning for summer travel.

The Google DMO program continues to be successful. There have been well over 1 million views since October 2018.

More details are available in the Board Packet.

### **Public Relations Update**

Tawna Fenske shared recent media highlights, including great coverage from travel influencers who wrote about the ultimate girls' weekend in Bend.

More details are available in the Board Packet.

### **Bend Cultural Tourism Fund Update**

Valerie Warren reported that the BCTF Commission had a meeting on March 5<sup>th</sup>. New Commission member Cari Brown of the Workhouse, filling the Community Creative Representative seat was in attendance.

The meeting included a presentation and discussion of past grantee reports, a report out from the sub-committee looking at future changes to the Catalyst Grant, and a review of the upcoming timeline. The grant application period closes on April 12<sup>th</sup> and the annual grant review meeting will be on May 1<sup>st</sup>.

### **Group Sales Updates**

Kevney discussed group sales activity. USA Climbing and Bouldering National Championships in early February was a big success. Kevney is working with them to move the event into Bend next year.

Kevney is also working with USA Cycling to potentially bring the Cyclocross National Championships back to Bend.

More details are available in the Board Packet.

### **Board Roundtable**

Brent McLean said that work is starting on their new pool. They had some cancellations during the recent snow storm.

Matt Williams also said they had some cancellations as well. They have seen a shorter booking window, possibility due to the increased supply.

Noelle Fredland said that they will be announcing another concert next week. They will be announcing some new retail tenants soon.

**Public Comment**

Dave Nissen of Wanderlust Tours said that Bend Camerata, in conjunction with the A Cappella Festival, was a very successful event.

The meeting was adjourned at 9:01 a.m.

Notes by: Valerie Warren  
March 19, 2019