



VISIT BEND

Visit Bend Board of Directors Meeting Minutes November 19, 2019

Location: The Oxford Hotel

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Laurel Hunter, Noelle Fredland, Matt Williams, Alan Dietrich, Erick Trachsel, John McLeod, Brent McLean, Lisa Sidor, Kelli Neumann, Scott Greenstone

Guests: Wes Price, Heather McMeekin, Wendy Kelley, Hank Therien, Amy Penfield, Dave Nissen, Ben Hemson, Olivia Evers, Stephanie McNeil, Diana Spring, Julia Theisen, Katie, Johnson, Marianne Lane, Raul Ainardi, Suzanne Roig

Call to Order

Chair Noelle Fredland called the meeting to order at 8:03 a.m. Introductions followed.

Approval of Meeting Minutes

Matt Williams then moved that the September meeting minutes be approved. John McLeod seconded. The minutes were unanimously approved.

Annual Financial Review

Wes Price and Heather McMeekin presented the results of the annual financial review. Wes stated that Visit Bend has been adhering to financial best practices. They are not aware of any material misstatements. Cash increased significantly due to the creation of a rainy day reserve fund and the increased amount in the wind down reserve fund.

Financial Report

Scott Greenstone presented the financial review. Visit Bend is four months into the current fiscal year. Scott discussed some highlights from the profit and loss statement. Revenue is about 5%, or \$90,000, over budget. Expenses are tracking close to budget. Some areas are under budget due to timing differences.

The cash position will decrease over the remaining portion of the year as funds collected during the summer season are deployed for marketing. The exception to this is the two reserve funds.

Scott also stated that he has begun analyzing the timing of City funding more in-depth - and looking at the lodging activity vs. when the taxes were actually remitted.

After this grant cycle, the Bend Cultural Tourism fund will have granted out over \$1 million.

More information is available in the Board Packet.

Alan Dietrich moved that the financial report be approved. John McLeod seconded. The financial report was unanimously approved.

Tourism Industry Briefing

Kevney Dugan discussed recent hotel and vacation rental occupancy and key metrics.

Kevney also stated that the City of Bend is performing a two-stage vacation rental audit. The first step which happened this month, involved the City reaching out to permitted vacation rental owners for feedback. The second stage, which will happen next spring, will involve an audit to attempt to determine potential uncollected tax - i.e. how many properties are operating without permits.

Kevney said that applicants for open the Visit Bend Board of Directors positions are being reviewed.

Visit Central Oregon is currently conducting a rebranding effort, and they are accepting input.

BCTF

The BCTF Executive Committee and Commission have reviewed comments and feedback from the Visit Bend Board and has made some changes to the Commission structure as well as the seasonality point system for grant guidelines.

Marketing Update

Nate Wyeth reported that the new Visitor Guide was recently printed and distributed.

Nate presented the fall and winter media buy updates as well as other key marketing numbers.

More information is available in the Board Packet.

Public Relations Update, Group Sales Updates, Board Roundtable, Public Comment

These sections were skipped for this meeting due to time constraints.

The meeting was adjourned at 9:12 a.m.

Notes by: Valerie Warren
November 19, 2019