



Visit Bend Board of Directors Meeting Minutes May 19, 2020

Location: Via Zoom

Present via Zoom: Kevney Dugan, Nate Wyeth, Tawna Fenske, Kelli Carrow, Laurel Hunter, Valerie Warren, Jason Lusk, Noelle Fredland, Brent McLean, John McLeod, Alan Dietrich, Erick Trachsel, Diana Spring, Michelle Mercer, Todd Montgomery, Matt Williams, Scott Greenstone

Call-In Guests: Dave Nissen, Julia Theisen, Erick Rock, Mindy Aisling, Olivia Evers, Kelly Newcombe, Suzanne Roig, Carrie Ramoz, Barbara Simms, Stephanie McNeil, Raul Ainardi, Cheri Helt, Bobby Evers

Call to Order

Chair Noelle Fredland called the meeting to order at 8:05 a.m.

Meeting Minutes

The March 17, 2020 Meeting Minutes were approved via email.

Industry Update

Kevney Dugan recapped that Visit Bend stopped all paid advertising as of March 12, 2020 and closed the Visitor Center as of March 14, 2020. Deschutes County moved into Phase One re-opening as of May 15, 2020. Non-essential travel is still restricted statewide.

Kevney reviewed recent unemployment data, showing the extent that the tourism industry, as well as Deschutes County, have been affected.

Kevney discussed recent TRT and occupancy and lodging metrics, showing a significant decline. He believes that April will be the worst month.

Visit Bend hosted a series of roundtables for business in four areas: lodging, restaurants, retail, and tour operators and outfitters to discuss re-opening guidelines and strategies.

Traveler sentiment shows that leisure travelers are beginning to consider traveling. Bend should be well-positioned as it is a drive-in market with many outdoor recreation opportunities. Bend also attracts repeat visitors, which will be a positive as travelers will seek familiarity.

Community sentiment shows that many residents in many communities across the country have some hesitation about welcoming visitors back.

Financial Report

Scott Greenstone covered recent financial performance. He reminded everyone that there is a one-month lag for revenue recognition for Visit Bend. There was a favorable variance coming into the pandemic, and therefore YTD revenue is still slightly ahead of budget. Visit Bend has significantly decreased expenses over the past two months. Scott also covered the cash position of the organization.

FY 21 Business/Recovery Plan

A projected COVID-19 impact model from Oxford Economics was used to build a revenue model for the upcoming fiscal year.

The Business Plan will need to be adaptable as the situation changes. As far as marketing plans and demographics, there will not be a significant departure from the current fiscal year. Visit Bend may request the Board approve use of the reserve fund for marketing recovery efforts.

Marketing Update

Nate Wyeth presented a Marketing Plan and timeline for re-starting marketing as Bend comes out of the pandemic and when the City of Bend and statewide non-essential travel restrictions are lifted.

Some grassroots marketing will be done to the local community as businesses re-open – “Never Have I Ever.” The campaign “This is Bend” will follow as marketing expands. It will be adaptable and flexible.

There will also be a special edition of the Bend Ale Trail passport.

More information is available in the slide deck from the Board Meeting.

Board Roundtable

John McLeod stated that the Mt. Bachelor re-opening has gone well so far. Demand is far outpacing availability for the 500 spaces.

Public Comment

There was no public comment.

The meeting was adjourned at 9:39 a.m.

Notes by: Valerie Warren, May 19, 2020